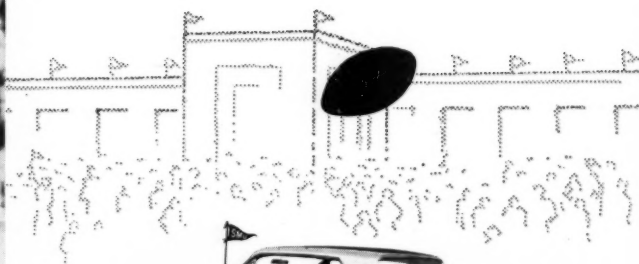
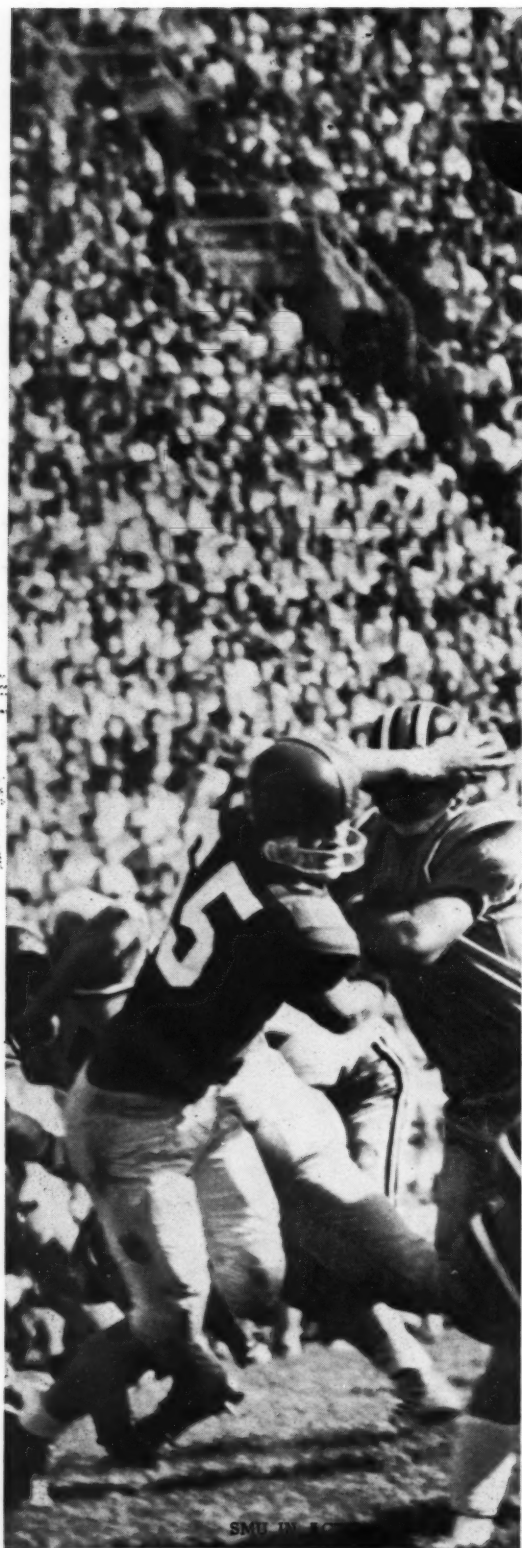


# Dallas

OCTOBER • 1961

A NEW GIANT FOR THE DALLAS SKYLINE



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DO SOMETHING.**

*Football's in the air and Cadillac's on the road! Beautiful Fall weather beckons us to the cool outdoors and Cadillac is a welcome companion to the season's events. There's a Cadillac waiting for you — one to suit your taste to a T. See the incomparable new Cadillac in our showroom . . . 2301 Ross Avenue. Always plenty of free parking space.*

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**ELECTRICAL ADVERTISING**

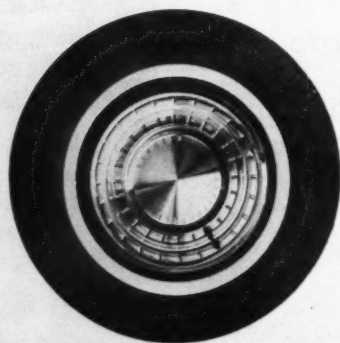
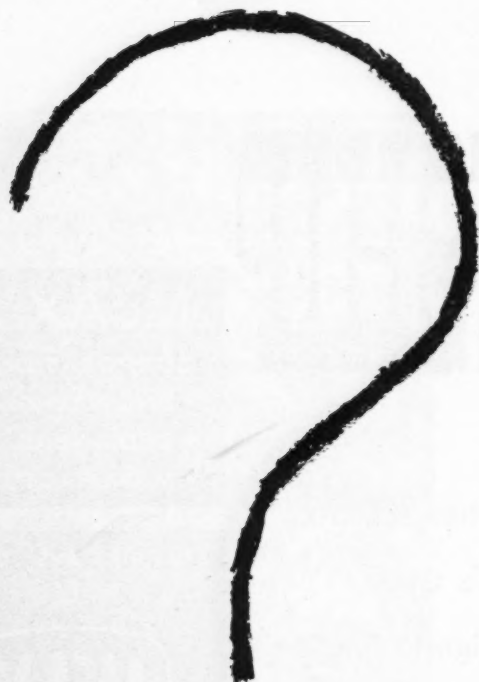


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## Inside DALLAS

### Complete Contents on Page 11

Distribution—the Big D in the Dallas economic picture—takes the spotlight in this month's issue. Latest developments locally in the field, a look at warehousing, material handling and industrial service and supply complete the picture.

\*

Unnoticed by the average observer is the fact that distribution in Dallas has served as a stepping-stone to industrial growth. A special DALLAS feature discusses this important aspect of the area's economic life.

\*

A year ago, DALLAS published the results of a study of jet air service, called nine cities the "Jet Cities of America" and made several predictions. The accuracy of this report and its predictions are shown by another study reported this month.

\*

Bond funds as voted by Dallas taxpayers have helped change the face of Dallas. Just what changes are reported in a special article.

\*

This month's cover is the architect's drawing of the just-announced 50-story tower for First National Bank. Complete details are included in this issue, along with the announcement by Sanger-Harris of their new downtown store and a first-year report from the Downtown Dallas promotion.



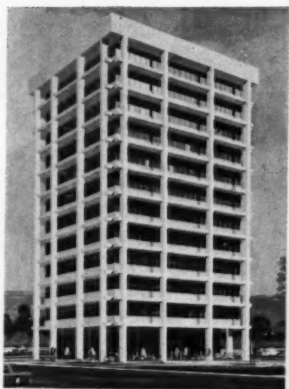
Volume 40

Number 10

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DALLAS • OCTOBER, 1961

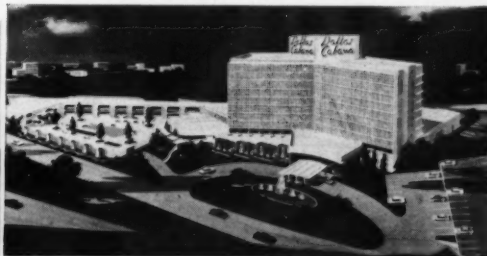
# Buildings Completed in 1961 or Under Construction In The TRINITY INDUSTRIAL DISTRICT



Architects' Drawing of the first unit of Stemmons Towers, under construction.



The beautiful apartment building at 111 Continental.



Architects' Picture of Dallas Cabana, under construction.



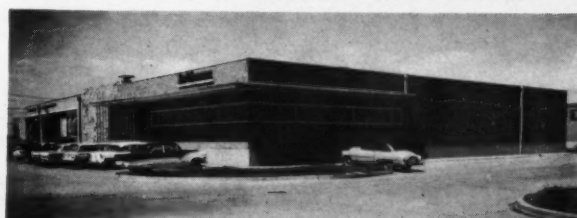
The Market Hall



Homes of the Southland Battery Company and R.C.A. Service Company.



Dallas Home of F. W. Dodge Corporation.



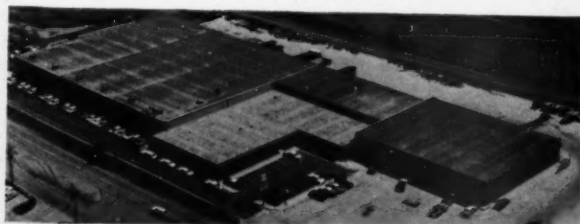
The DeVilbiss Co.



On streets like these many smaller buildings are being built by various business firms.



Building of the White Motor Company, under construction.



Plant of the Southwest Wheel & Mfg. Co.



The Lone Star Drive in Restaurant, under construction.

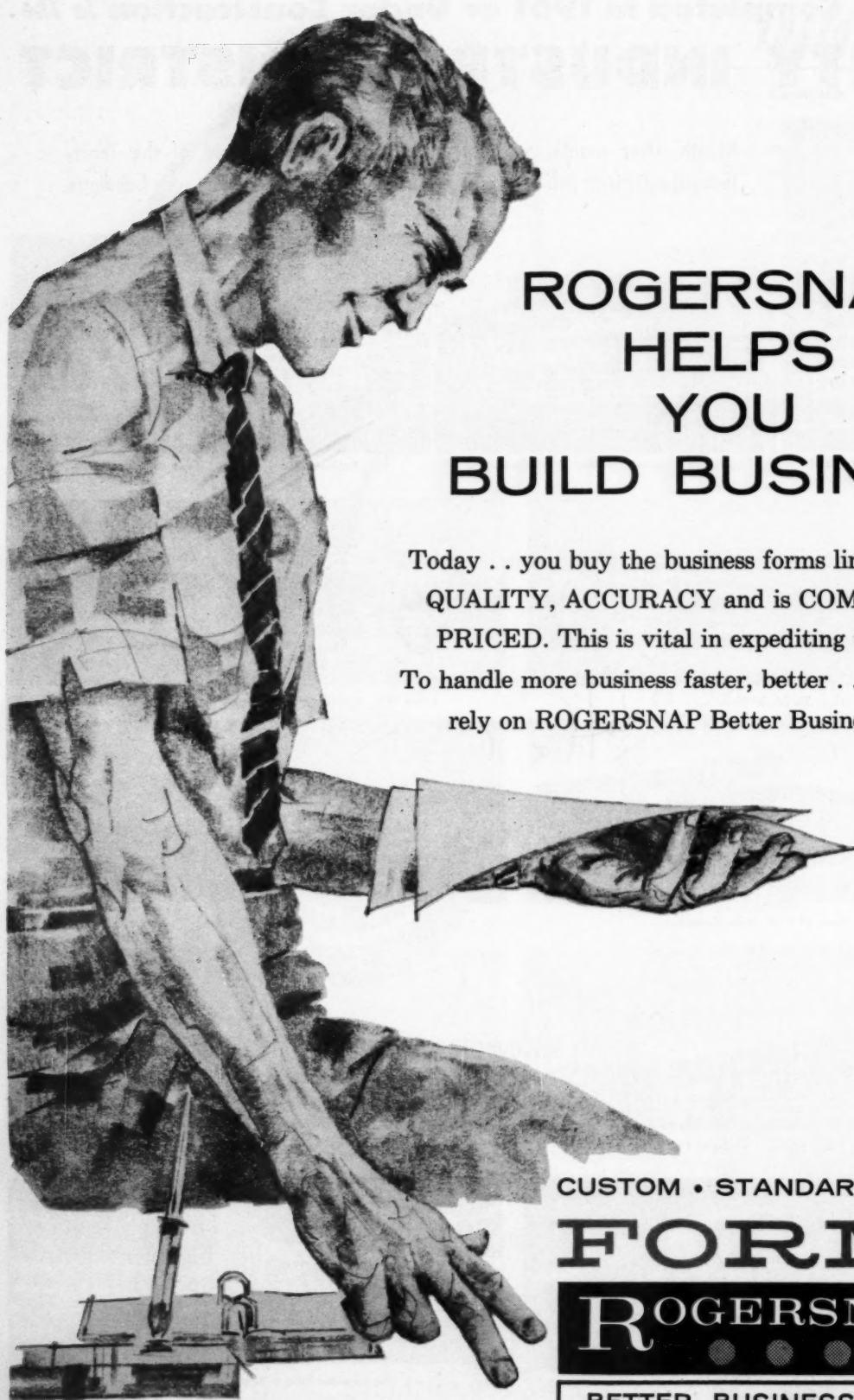
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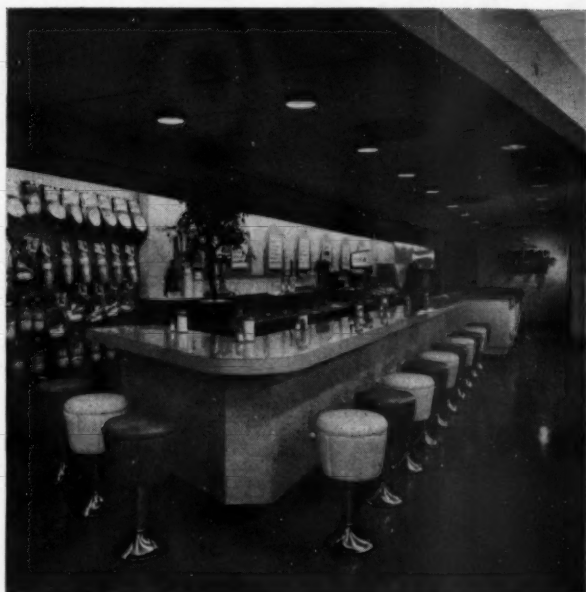
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# PLANNED LIGHTING.. PRESCRIPTION FOR BETTER SALES



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Controlled downlights provide a relaxing atmosphere at the soda fountain. Fluorescent back-lighting gives excellent visibility to food specials as well as providing employees with superbly lighted working areas.

Downlighting on the jewelry and cosmetic counter gives sparkle to the jewelry. The bank of fluorescent lighting back of the shelf displays heightens the clean, attractive look.

Good lighting puts every product in this store on display. It is the kind of carefully planned lighting that is paying off in more attractive stores and increased sales for today's merchandisers. It will pay off for you, too. Why not let our lighting engineers suggest efficient, practical ways to use designed-planned light to your advantage. Just call RI 7-4011, ask for Commercial Service Division.

**DALLAS POWER & LIGHT COMPANY**

# Dallas *Pioneers*



Established  
**1857** Sanger-Harris  
Sangers in Texas  
Opened Dallas Store in 1872

**1869** Padgett Bros.  
Company  
Leather Goods—  
Wholesale and Retail

**1872** Dallas Transit  
Company  
City Bus Transportation

**1875** First National  
Bank in Dallas  
Banking

**1878** National Bank  
of Commerce  
Banking

**1889** J. W. Lindsley  
& Company  
Real Estate and Insurance

**1890** William S.  
Henson, Inc.  
Advertising Printing

**1893** Oriental Laundry  
and Cleaners  
Finer Laundering, Cleaning,  
and Fur Storage

**1893** Sparkman's  
Inc. Morticians  
Originally, Loudermilk,  
Broussard and Miller

**1896** Briggs-Weaver  
Machinery Co.  
Industrial Machinery  
and Supplies

**1897** Anderson  
Furniture Co.  
Dallas' Oldest Furniture Store



A SIGNIFICANT event in Texas insurance history, the presentation of a charter to the Praetorians of Dallas in 1898, is recalled in the above sketch. With Secretary of State John Madden are C. B. Gardner, founder, and Thomas D. Miller, first president of the Praetorians. In 1908 the Praetorian Building became Dallas' first modern skyscraper. Today, the newly completed 17-story Praetorian Mutual Life Insurance Company. Occupying twice the ground space of the original building, the new structure fronts 100 feet on Main Street and 100 feet on Stone Street. The building is entirely new throughout; the old one was stripped down to the steel framework to make way for the new construction. Exterior surfaces are alternating panels of white and Praetorian yellow porcelain steel. Offices throughout the building are carpeted and draped and are all-year weather conditioned. The small fraternal group of 1898, now an old line legal reserve company, has assets of \$25,735,646 and insurance in force of \$120,000,000, with policyholders from coast to coast. Now in its sixty-third year, Praetorian Mutual Life Insurance Company operates under the direction of Joe Agee, Chairman of the Board, and J. H. Mottley, President, Treasurer and Chief Executive Officer. T. H. Penton is Vice-President and Agency Director.

## Business Confidence Built on Years of Service

Old firms, like old friends, have proved their worth by dependable service through years of prosperity and adversity. The business pioneers listed on this page have played an important part in building Dallas. They have met the challenge of economic change through decades of sustained operations. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established  
**1899** Seay & Hall  
All Lines of Insurance

**1902** Cullum &  
Boren  
Red Fox Athletic Uniforms  
Wholesale and Retail Sporting Goods

**1898** Praetorian Mutual  
Life Ins. Co.  
(Formerly The Praetorians)

**1901** First Texas Phar-  
maceuticals, Inc.  
In Dallas Since 1903

**1902** Hunter-Hayes  
Elevator Co.  
Passenger, Freight and Home  
Elevators

**1905** Rubenstein &  
Sons, Inc.  
Gulf Princess, Ready To Fry  
Breaded Shrimp  
Lady Rite Shelled Pecans

**1907** A. C. Horn &  
Company  
Commercial and Structural  
Sheet Metal

**1907** Smith-Perry  
Electric Co.  
Wholesale Electric Supplies

**1911** W. W. Overton  
& Co.  
Investments

**1914** Texas Employers  
Insurance Ass'n.  
Workmen's Compensation  
Insurance

**1915** Dallas County  
Physicians &  
Nurses Registry  
Licensed and Bonded

**1919** Dallas Federal  
Savings & Loan  
Association  
Savings and Home Loans



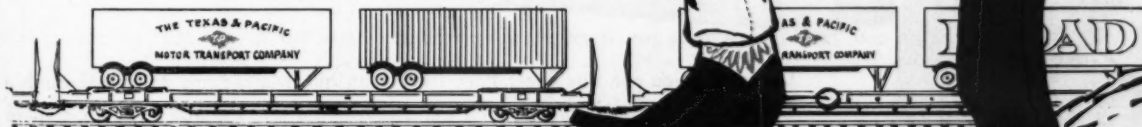
# Ship it *Piggyback*



and

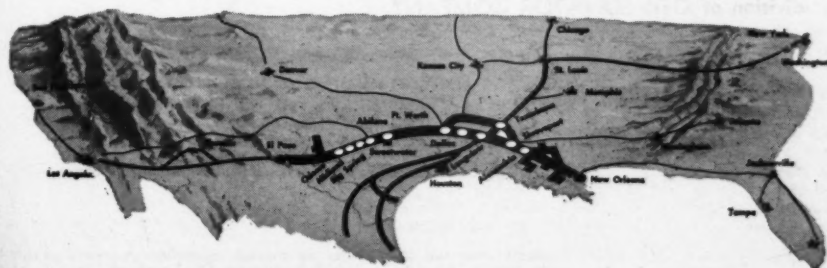
# SAVE

If there's a faster, safer, thriftier way to handle your shipments, you can count on the T & P folks using it. Take our piggyback and special Truck-Rail service, for instance. Those are the kinds of services that save you time and money by providing you and your customers with dock-to-dock transportation. Ask the resourceful T & P salesman near you for complete information and details on these money-saving T & P services.



Your resourceful

## TEXAS AND PACIFIC RY.



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PARTS  
RENTAL  
LEASING**

*Pioneer in the  
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Of course, you can buy Baker Fork Trucks outright. Many firms do. But through a Baker lease, tailored for you, you will discover our lease enables you to acquire new equipment on a Pay-as-You-Use basis, then working capital can be invested elsewhere. "Scientific Lifetime Maintenance" can be included. Important, too, you will be dealing direct with a factory branch of Baker Industrial Trucks, a division of OTIS ELEVATOR COMPANY.

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Riverside 8-5203**

A DIVISION OF OTIS ELEVATOR COMPANY  
**BAKER**  
BAKER INDUSTRIAL TRUCKS • DALLAS 7, TEXAS

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LOUISE TATE  
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VOLUME 40

NUMBER 10

ESTABLISHED IN 1922

BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST

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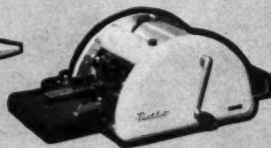
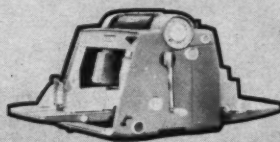
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# The Declaration of Independence

## *First of a Series (Part I)*

When, in the Course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the Laws of Nature and of Nature's God entitle them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation.

We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness. That to secure these rights, Governments are instituted among Men, deriving their just powers from the consent of the governed. That whenever any Form of Government becomes destructive of these ends, it is the Right of the People to alter or to abolish it, and to institute new Government, laying its foundation on such principles and organizing its powers in such form, as to them shall seem most likely to effect their Safety and Happiness. Prudence, indeed, will dictate that Governments long established should not be changed for light and transient causes; and accordingly all experience hath shewn, that mankind are more disposed to suffer, while evils are sufferable, than to right themselves by abolishing the forms to which they

are accustomed. But when a long train of abuses and usurpations, pursuing invariably the same object, evidence a design to reduce them under absolute Despotism, it is their right, it is their duty, to throw off such Government, and to provide new Guards for their future security. Such has been the patient sufferance of these Colonies; and such is now the necessity which constrains them to alter their former Systems of Government. The history of the present King of Great Britain is a history of repeated injuries and usurpations, all having in direct object the establishment of an absolute Tyranny over these States. To prove this, let Facts be submitted to a candid world.

He has refused his Assent to Laws, the most wholesome and necessary for the public good. He has forbidden his Governors to pass Laws of immediate and pressing importance, unless suspended in their operation till his Assent should be obtained, and when so suspended, he has utterly neglected to attend to them.

He has refused to pass other Laws for the accommodation of large districts of people, unless those people would relinquish the right of Representation in the Legislature, a right inestimable to them and formidable to tyrants only.

He has called together legislative bodies at places, unusual, uncomfortable, and distant from the depository of their public Records, for the sole

purpose of fatiguing them into compliance with his measures.

He has dissolved Representative Houses repeatedly, for opposing with manly firmness his invasions on the rights of the people.

He has refused for a long time, after such dissolutions, to cause others to be elected; whereby the Legislative powers, incapable of Annihilation, have returned to the People at large for their exercise; the State remaining in the meantime exposed to all the dangers of invasion from without, and convulsions within.

He has endeavored to prevent the population of these States; for that purpose obstructing the Laws of Naturalization of Foreigners; refusing to pass others to encourage their migrations hither, and raising the conditions of new Appropriations of Lands.

He has obstructed the Administration of Justice, by refusing his Assent to Laws for establishing Judiciary powers.

He has made Judges dependent on his Will alone, for the tenure of their offices, and the amount and payment of their salaries.

He has erected a multitude of New Offices, and sent hither swarms of Officers to harass our people, and eat out their substance.

He has kept among us, in times of peace, Standing Armies, without the Consent of our legislatures.

147 Parkhouse • Riverside 2-9257



MUZAK  
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# Muzak

Over 15 years of service  
to more than

400

Dallas Business Concerns

# STATEMENT OF CONDITION

September 30, 1961

## ASSETS

Cash on Hand and Due from Banks . . . . .	\$ 267,531,594.50	
United States Government Obligations . . . . .	\$194,842,077.18	
Public Housing Authority Obligations (Fully Guaranteed) . . . . .	2,340,274.71	
State, County, and Municipal Bonds . . . . .	29,951,696.42	227,134,048.31
Other Bonds . . . . .		3,627,850.00
Stock in Federal Reserve Bank . . . . .		1,800,000.00
Loans and Discounts . . . . .		501,113,576.22
Income Accrued . . . . .		4,638,619.34
Letters of Credit and Acceptances . . . . .		3,922,006.70
Banking House and Equipment . . . . .		7,440,911.70
Other Assets . . . . .		2,788,798.60
		<u>\$1,019,997,405.37</u>

## LIABILITIES

Capital Stock . . . . .	\$26,000,000.00	
Surplus Fund . . . . .	34,000,000.00	
Undivided Profits . . . . .	12,615,720.84	\$ 72,615,720.84
Reserved for Contingencies . . . . .		8,852,701.86
Reserved for Taxes, Etc. . . . .		7,474,649.64
Deferred Income . . . . .		2,448,454.40
Letters of Credit and Acceptances . . . . .		3,922,006.70
Federal Funds Purchased . . . . .		30,000,000.00

## DEPOSITS:

Individual . . . . .	\$560,890,979.39	
Banks . . . . .	219,056,903.82	
U. S. Government . . . . .	114,735,988.72	894,683,871.93
		<u>\$1,019,997,405.37</u>

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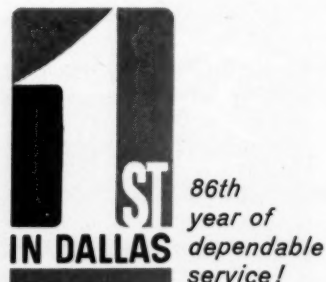
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Over 200 executive aircraft, based at Addison Airport, a modern, private field, symbolize the mobility of Dallas business. This dynamic community of companies depends on fast-moving bank service from the First. Since 1875, the First has been the businessman's bank in Dallas—THE CITY WITH GET-UP-AND-GROW!



# FIRST NATIONAL BANK IN DALLAS



MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



DALE MILLER'S

# WASHINGTON

REPORT



## Forward With the Trinity

The selection of Houston last month as the site of the huge \$60,000,000 research laboratory of the National Aeronautics and Space Administration was welcome news to all of Texas, because it projected the State conspicuously into the forefront of the space age; and the beneficial effects of this dramatic new enterprise will be felt far beyond the environs of the South Texas metropolis where it will come into being. Indeed, Dallas not only acclaimed the announcement, but did everything it could to help bring the laboratory to Texas. Before the selection was determined — and when it became evident that Houston was among a small group of "finalist" cities along the Atlantic and Gulf Coasts from which the choice would be made — Dallas declared its strong endorsement of Houston and mobilized its own forces of influence to bulwark the claim of its neighbor to the south.

It goes without saying, to be sure, that under the spur of that enlightened self-interest which motivates the drive of a progressive city, Dallas would have exerted itself to the utmost to secure such an important facility for its own immediate area. As a matter of fact, when the research laboratory was in its early stages of discussion Dallas was among the first communities to manifest to NASA here in Washington its strong interest in being designated as the site of the facility; and for a considerable time its qualifications were carefully reviewed. It was not until the final criteria were established that Dallas was eliminated, because it could not meet one key requirement. As an Associated Press dispatch succinctly explained, the NASA team which was sent out from Washington to inspect the most important proposed sites originally had Dallas and Fort Worth on its itinerary, but "the group will not inspect the North Texas area because it does not have water transportation."

It is significant to note that Dallas impressively met all other criteria. Its modern jet-age airport, the research facilities of its major educational institutions, the

abundance of its skilled labor force, its salubrious year-round climate—these and all other standards seemed tailor-made for Dallas—all, that is, except the one requirement of water transportation. Because of this single factor the NASA inspection team, that originally had planned to investigate the Dallas area thoroughly, ended up by only changing planes at Love Field and heading home.

Whether or not Dallas would have been any more successful in acquiring the research laboratory if it could have offered water transportation is not the point, of course. The facility might still have been located in Houston or in some other city of comparable attractiveness. The point is, however, that Dallas, with all of its obvious advantages, was unable to compete on equal terms. It was unable to compete because it lacked the cardinal advantage that its competitors possessed, the advantage of water transportation. All that Dallas had to offer was nullified by that single deficiency. And it should be pointed out in passing that the NASA laboratory, despite its own importance, is only a highly publicized example of industrial opportunities that are doubtless lost to Dallas each year because of its remoteness from the inland waterway system of the United States.

This phrase, "the inland waterway system," needs to be underscored. What are in issue here are not deep-water channels necessary to world trade but shallow-draft canals essential to the low-cost distribution and exchange of products within our own country and among our own people. It is significant to point out that with respect to the NASA facility there was no requirement for deep water. Indeed, Houston was selected not because it possesses a ship channel but because it is strategically located on the Intracoastal Canal, that busy waterway threading its way inland along the sweep of the Gulf States, an artery of transportation which *Reader's Digest* described recently as a "Thousand-Mile Miracle." Most of what the NASA laboratory and its related in-

stallations produce will no doubt be moved from one place to another not by overseas or coastwise freighters but by modern barge tows, moving in protected inland waterways of modest but adequate dimensions.

While the remoteness of the Dallas area from this inland waterway system has doubtless resulted in losses of opportunities for industrial growth, it is a palpable and heartening fact that this isolation need not be permanently endured. A release from this economic constriction can be, and will be, provided by the canalization of the Trinity River. When that is accomplished Dallas will become a major port comparable to such inland navigation centers as St. Louis, Cincinnati, and Pittsburgh, and the products of all will be exchanged over thousands of miles of protected waterways with never an exposure to the open sea.

It is this conception of Trinity navigation which places the project in its proper perspective. A canalized Trinity will by no means be an isolated or provincial facility, extending four hundred miles from Fort Worth to the sea. It will become an integral part of a water transportation system reaching thousands of miles into the most populous centers of the country. It will be an important tributary to the Gulf Intracoastal Waterway, which not

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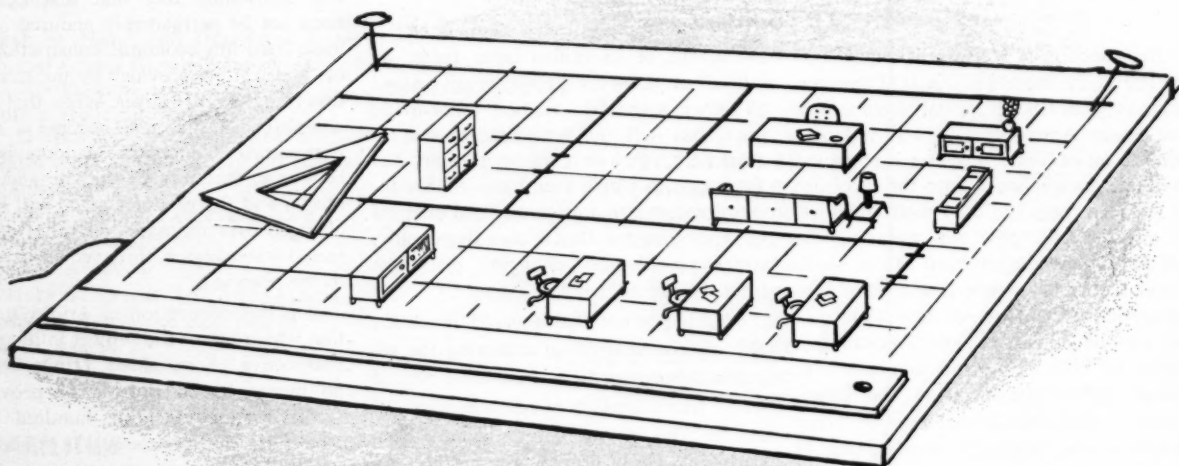
### Navigation and NASA: A laboratory of the space age stresses necessity of a canalized Trinity.

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only extends from the Mexican border to the west coast of Florida, but intersects with the Mississippi at four separate points and thus connects with the vast mid-continent area of the nation.

The U. S. Corps of Engineers is nearing completion of a comprehensive study of the water resources of the Trinity, and while it might be presumptuous to anticipate its findings the conviction persists that a watershed so richly endowed will justify an unequivocal recommendation for navigation. When that recommendation is forthcoming the enterprising citizens of the Trinity basin should thenceforth proceed as never before with a determined and concerted effort to achieve the goal of a canalized river at the earliest possible time. It is an objective worthy of complete dedication in the years ahead. The challenge is formidable, but the prospect of victory is bright.

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# BANK ANNOUNCES 50-STORY BUILDING

*First National to Build Giant Skyscraper*

The First National Bank in Dallas will construct a 50-story building towering 628 feet above downtown Dallas. Two additional levels below ground will serve as a parking garage.

The new bank and office tower will be the tallest building west of the Mississippi River, according to Robert H. Stewart III, bank president. It will contain approximately 1.6 million square feet of floor space and will cost in excess of \$30 million, he said.

The changing face of downtown Dallas will actually be reflected in the new building. Reaching from the ninth through the fiftieth floors, the tower will be sheathed in polished gray plate glass, with only narrow white strips of marble accenting the smooth exterior. These marble strips, 30 inches wide, will reach upward for the entire height of the tower. Even the areas between floors will be encased in plate glass.

Clearing of the two-acre site, bounded by Elm, Field, Pacific and Akard Streets, began this month and is scheduled for completion by April 1, 1962. The 10-story First National Motor Bank, now on the block, will be demolished after the first of the year.

Mr. Stewart said that construction is scheduled to begin in April, with the target date for completion of the new bank and office tower now set at October 1, 1964.

For the new bank, the architectural team of Thomas E. Stanley and George L. Dahl designed a glass-sheathed tower set on an eight-story base of sculptured marble. The base, covering the entire block, measures 200 feet by 375 feet at the line of columns which surround the building. Plate glass walls on the first five levels are inset approximately 10 feet.

Most banking and operational functions will be housed in the eight-story base, and also on the two underground levels which will provide more than 800 parking spaces for automobiles.

The new bank and office tower will be completely lighted at night, and again the emphasis will be vertical. At present, it is planned to have lights recessed behind the vertical marble strips. The base of the building also will be lighted on all sides

with illumination playing both on the glass and marble and on the columns and sidewalk area surrounding the bank.

The base will be supported by the white marble columns of sculptured design. These columns, 27 feet apart, will extend around the entire block, and will be connected with arches which rise to a total height of 50 feet above the sidewalk.

The building is set back from the property lines on all sides, and the bank is providing the land for the addition of an extra traffic lane on Akard Street between Pacific and Elm Streets.

Instead of being a rectangular block, the tower has been designed with slightly splayed walls to add visual interest. End walls of the tower facing Field and Akard streets will measure 75 feet. At the mid-point on the walls facing Elm and Pacific, the tower width will be 95 feet. The tower's length, running parallel to Elm and Pacific, will be 225 feet.

The ground floor on the Pacific Avenue side of the building, some eight feet above the Elm Street level, will be the location of the new Motor Bank. Customers will drive in from Field Street and will exit onto Pacific.

On the Akard Street side of the second level, a mall will extend from Pacific to Elm. The mall will be extensively shrubbed and will feature a reflecting pool. A small number of retail shops and rental areas will be located on the mall. Inside the bank entrance at Elm and Akard will be the escalator lobby, with a moving stairway to take customers up to the main banking floor.

Toward the center of the building on the second level will be the elevator lobby. Twenty-seven elevators will be grouped to most efficiently handle the building's vertical traffic. A restaurant will be located in this general area. All elevators will stop at the main banking floor and at the ninth level, the executive floor.

The bank's third level will contain the customer contact area of the Installment Finance Division.

On the Akard Street side of the main banking floor will be a two-story lobby where many of the teller positions will be located. The dealer and operations sections of the Installment Finance Division, along with Safekeeping and Safe Deposit areas will also be situated on this floor, along with the vaults which they require.

Office rental space from the eleventh through the forty-eighth floors will amount to some 600,000 square feet, according to Mr. Stewart.

"The move to our new building late in 1964," said Mr. Stewart, "will add approximately 100,000 square feet of working space to our facilities. More important will be the bringing together of departments which have sometimes been spread from Main Street to Pacific Avenue in as many as three separate buildings." He added that this grouping of related departments also will point toward greater banking efficiency and better service for customers.

For more developments in Downtown Dallas:

Page 22 — Downtown Dallas Committee Report

Page 24 — New Sanger-Harris Store



# DALLAS: MECCA OF DISTRIBUTION

By JEAN THOMPSON

As the distribution center for one of America's richest market areas, Dallas is looking back not a moment from its coveted lead position, but instead is continuing to grow and push even farther ahead in this vital aspect of our economy.

The past four years have seen a steady climb in the number of wholesale trade establishments opened in Dallas. In 1957 the figure stood at 208 new businesses. The following year it increased to 234, then in 1959 302 were opened and in 1960 the new wholesale establishments totaled 314. Following this same upward trend, the first nine months of this year already hold concrete evidence that wholesale trade will make even greater strides in 1961.

One of the most recent contributions to this continued growth is the John Sexton Company plant in the Brook Hollow Industrial District. Built on 4½ acres, the new 60,000-square-foot structure is a one-story masonry office and warehouse building.

Founded in Chicago in 1883, the John Sexton Company opened a Dallas branch in 1940, in answer to the fast-growing customer demands for a ready source of distribution in the Southwest. Today the company is a national concern with a complete line of institutional groceries and supplies, and boasts more than 60,000 users of Sexton products.

The history of the Dallas branch has been one of phenomenal growth and importance in servicing an area that includes all of Texas, Louisiana, Arkansas, Oklahoma, New Mexico and parts of Kansas and Colorado. Starting out with a sales volume of \$100,000 in 1941, the Dallas operation this year will probably top \$7 million.

Construction will begin this fall on a 75,000-square-foot warehouse and tire recapping plant in Brook Hollow Industrial District for the Central Tire & Rubber Company. To be built on 7½ acres at the corner of Viscount Row and Regal Row, the Dallas office will serve as regional headquarters in aviation, government, general manufacturing, sporting goods and other phases of company business.

The company, one of the five largest tire firms in the nation, has home offices in Akron, Ohio. Warehousing operations in Dallas will serve the five Southwestern states. Tires recapped here will be the giant type used on heavy-duty off-the-road dirt-moving machinery and similar equipment as well as all regular truck and passenger tires.

Another addition in the sprawling Brook Hollow district is the Lederle Division of American Cyanamid, which is now occupying its 50,000-square-foot facility at 7611 Carpenter Freeway. The new Dallas branch office of this national organization is a combination office-warehouse structure, with the warehouse divided into sections for handling Cyanamid's pharmaceutical and chemical products.

The imposing and still growing list of new concerns in Brook Hollow goes on and on, and includes such firms as the South-

western Business System, a new office equipment company which opened in April; Brazos Engineering, dealers in heavy machinery and equipment; Value Enterprises, future home for Top Value trading stamp operations; U. S. Coffee and Tea Co., a subsidiary of the HLH Parade Co.; Parke-Davis and Co., and Bio-Assay Laboratories.

There's a surge of expansion, too, out Brook Hollow way, as well-known firms add on to their present facilities. Largest of these programs is the 200,000-square-foot addition of the Associated Wholesale Grocers plant. Others include the Walter H. Allen Company, expanding into a new location totaling 126,000 square feet; U. S. Gypsum Company; Coats & Clark's Sales Corporation; Todd Division of the Burroughs Corporation, and Dallas Airmotive, Incorporated.

The Trinity Industrial District, conceived by its founder, L. A. Stemmons, Sr., as a sort of "industrial incubator," is an area geared in the main to house smaller wholesalers and factories and has been labeled as one of the finest of its kind in the nation. Development of the district continues to progress, as witnessed by construction completed this year or presently under way.

White Motor Company, a truck sales and service branch headquarters building, is presently nearing completion in the Trinity District. This is one of the large units in the area, as is the giant depot of Southwest Wheel, recently completed on Irving Boulevard. Smaller buildings, such as the one built by Southwest Sanitary, are being constructed by various business firms which have come to recognize the many advantages of this industrial area.

A giant distribution unit, a public, bonded warehouse, is being constructed by the Dal-Gar Corporation on a 100-acre site at 11223 Plano Road. The basic structure will cover 82,000 square feet. The grain terminal, the first phase of the development, is located on the Santa Fe Railroad and is now in operation. With a 240,000-bushel capacity, the new plant features automatic loading equipment which can unload as many as 300 trucks per day.

Early this year The Renault Company of America, in a new regional organization, chose Dallas as its headquarters for an

John A. Sexton Company



area comprising the states of Texas, New Mexico, Kansas, Missouri, Nebraska, Colorado, Wyoming, Arkansas, Louisiana, and Oklahoma. The Renault Southwest warehouse and office building in the Brook Hollow Industrial area includes a 26,000-square-foot parts depot with an inventory of Renault parts and accessories valued in excess of \$500,000. The depot is linked to the Renault Inc. central parts depot in New York via IBM data transfer equipment, to expedite emergency dealer and customer orders.

Smith-Corona Marchant, Inc., has announced plans to build a 10,000-square-foot building in Central Park Plaza, on North Haskell near the Central Expressway, to house the company's typewriter, calculator, photocopy and supply divisions. Occupancy is scheduled for mid-October.

Wonder-Vac Company, maker of a built-in central vacuum system, is now located in Dallas at 4520 North Central Expressway. In the same area is the new regional office of Bristol-Myers Products Division, which will direct the company's four divisional sales offices, the mid-western, west central, western and southwestern.

By no means a complete directory of the wholesale trade establishments in Dallas, these concerns are just some of the additions to the lengthy list which makes Dallas a mecca of distribution. There are still others. Barhill Industries, specializing in aluminum windows manufactured in Houston, recently opened its first Dallas sales office. National Supply Company has shifted its domestic oil field equipment sales headquarters from Pittsburgh, Pa., to Dallas. Anheuser-Busch, Incorporated of St. Louis opened regional sales offices in the Meadows Building. Iverson Supply Company, long-time Tulsa oil organization, moved its headquarters offices to Dallas. National Distributors Products Company brought its southern regional offices from New Orleans to Dallas' Southland Center. Great Western Sugar Company opened its Texas terminal in the West Trinity Industrial District.

All of these are 1961 developments and more are being announced, started and completed all the time. Dallas, as a leading distribution center, continues to increase its lead.



Aerial view of Trinity Industrial District



Dal-Gar Grain Terminal

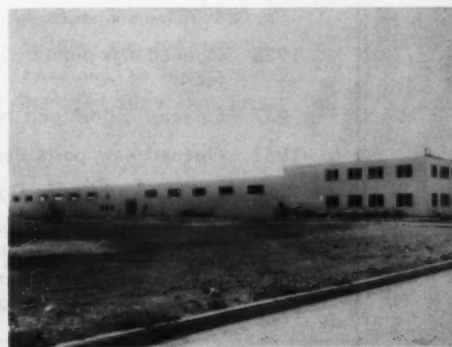
Southwest Sanitary Company



American Cyanamid



White Motor Company



# DISTRIBUTION: Cornerstone

By  
Hal Dawson

Dallas' leadership as the dominant distribution center of the Southwest forms one of the cornerstones of the area's industrial future. Not only does this distribution leadership mean jobs and payrolls for today, but is vital to the larger payrolls and increased jobs of tomorrow.

Traditionally, distribution from Dallas has been an evolutionary step in the development of manufacturing: today's sales office becomes tomorrow's warehouse, and tomorrow's warehouse has an excellent chance of soon growing into a factory.

Many of Dallas' largest manufacturing enterprises of today evolved from small sales offices and distribution warehouses established here years ago. In fact, it is difficult to name an industry outside the specialized aero-space field which moved to Dallas without previous success here of a sales office or distribution center. This, of course, does not include the many locally originated companies which provide such a solid core of Dallas' industrial strength.

The actual experiences of the out-of-town companies in the Dallas market convinced them that Dallas was the logical sales/distribution center for their products. As their distribution volume in this market reached the point where it was more economical to manufacture here than ship in, a manufacturing operation followed. This story has occurred time and again and is taking place today throughout the area.

One of the oldest examples of the above story is told on this page in the evolution of Ford Motor Company, which came to Dallas in 1909 with two men. Slowly and logically, this firm has grown here until it now employs almost 2,000 in nine separate operations.

Probably the latest example of industrial evolution would be the new Glidden Paint Company factory, now nearing completion in Carrollton. This firm, too, came to Dallas with a small sales office, later added warehousing, and now is beginning manufacturing operations. Since Glidden has purchased more land than is

## INDUSTRIAL EVOLUTION: A CASE HISTORY

### Ford Motor Company In Dallas

- 1909 Two-man sales and service office opened at Harwood & Commerce Streets.
- 1910 Office expanded to five men and limited assembly operations begun.
- 1914 Opened first automobile assembly plant in Southwest at Canton & William Streets.
- 1925 Opened new plant at 5200 East Grand, containing 253,000 square feet.
- 1947 Opened district and regional sales offices in Dallas.
- 1951 Opened new parts depot on Industrial Blvd.

Now, in 1961, Ford has in Dallas:

Assembly plant, with 927,000 square feet; Parts Depot, with 123,400 square feet; three regional sales offices; two district sales offices; regional public relations office, marketing institute. Total employment in Dallas today for Ford Motor Company is approximately 2,000.





# etone of Industry

necessary for the original factory, it is natural to expect continued expansion of this firm. A similar story of continued manufacturing expansion after the initial step beyond distribution is told by Procter and Gamble. Their huge plant on South Lamar has been expanded almost continually since its original construction.

Other examples are numerous, and among the more prominent are Sherwin-Williams Company, Kraft Food Company, Coca-Cola Company and many others.

Therefore, Dallas' leadership in wholesale distribution today is one of the area's greatest assets for future growth in manufacturing. It is logical to assume that much of the future growth of manufacturing in the area will come in the lines in which Dallas now dominates in wholesale distribution.

Three examples of fields in which growth in manufacturing may be expected are food and kindred products, drugs and chemicals, and machinery. The 1958 Census of Business showed that Dal-

las accounted for 22.5% of the wholesale sales of groceries for the entire state, but the Census of Manufacturers revealed that the area was responsible for producing just 15.8% of food products. Drugs and chemicals data were equally out of line, with the Dallas area reporting 33.8% of the state's wholesale sales but just 6% of its manufacturing. Dallas wholesalers in 1958 sold 27% of all non-electrical machinery in Texas, but Dallas factories manufactured only 19% of such machinery produced in Texas.

Industrial development experts forecast continued manufacturing growth for Dallas in all three of these fields, with that in drugs coming primarily in consumer products. Since Dallas completely dominates the distribution picture for consumer products, we can expect much of the future manufacturing growth to come in such fields.

Another field in which Dallas is strong in distribution is construction products. Here also, manufacturing lags behind distribution, but the years ahead should see

evolution in this field as factories follow the sales offices and distribution warehouses.

Exceptions to the rule crop up, of course, in such fields as aero-space which is an outgrowth of the World War II aircraft industry. In this field, Dallas already dominates both distribution and manufacturing. And despite the leadership of Dallas in distribution, it would be unrealistic to expect it to become a manufacturing center in a field requiring natural resources not found in this area. In still other fields, the key to Dallas' development will be the canalization of the Trinity River, which will bring barge traffic to Dallas.

It is now in consumer products, machinery, and construction materials that Dallas can expect its most consistent manufacturing growth as companies in this field replace their manufacturer's agent with a sales office; the sales office with a warehouse; and the warehouse with a factory.



Ford assembly plant is located at 5200 E. Grand Avenue. The original plant building was completed in 1925 and has been greatly enlarged since that time.

# Committee Projects 1962 Plans

## **Downtown Dallas Committee Completes Successful First Year, Announces Budget, New Committeemen**

In his recently published "The Future of Our Cities" Robert A. Futterman opines, "Dallas will do its work. Leaders are used to city planning, have been at the game since the 1920's."

A fulfillment of this prediction can be drawn in looking at the achievements of the Chamber of Commerce Downtown Dallas Committee.

Following a highly successful first year, the Committee approved a \$65,000 budget and expanded the Committee's Executive Committee in a prelude to an even busier second year.

With the first event of the new "season" — selection of a Miss Downtown Dallas during "Salute to Women Who Work Week" — already history, the Committee is in the middle of plans for another action-packed year.

First year mentor Lee D. Starr, who worked tirelessly in organizational efforts during the two year period before the committee came into being says, "Even the best must be promoted. This is how we feel about Downtown Dallas — it is the best for services, for entertainment, for shopping and for providing leadership in the city's financial and mercantile undertakings."

"But, it is not enough to believe this" he continues, "the belief must be projected, sold and resold. And that is just what we are attempting through the Downtown Dallas Committee."

The second year effort will be guided by Ray Cummins, with Mr. Starr continuing as co-chairman. Other new com-



Brunette beauty Miss Jeanette Bowland received red roses and accolades from Ray Cummins, as she was named Miss Downtown Dallas Oct. 3. She also received a \$1,000 wardrobe and will represent the Downtown Dallas Committee this year.

mittee appointments have been accepted by Turner Baxter, Lloyd Bowles, Carlton Lawler, Robert H. Stewart, III, R. L. Thornton, Sr., Aubrey Costa and Randall Davis. Serving with them as hold-over members will be L. T. Potter, Gordon Cullum and T. A. Tombrello.

Miss Jeanette Bowland, a real estate teller at Texas Bank and Trust Company, will represent the Committee as Miss Downtown Dallas during the coming year. She was introduced in ceremonies at the Capri Theatre which marked the return to Dallas of Cinerama. In the audience were 700 women who are employed by member firms of the Downtown Dallas Committee. These women and 19,000 others who work for Chamber member firms received orchids during the week. The orchids, sent by employers, bore the message, "Downtown Dallas Salutes Women Who Work."

Coming up on the Downtown Dallas

Committee's agenda is a gigantic pre-holiday parade scheduled for November 18 to welcome the Thanksgiving-Christmas season. The parade will feature 40 huge balloons created by Giant Balloon Parades, Inc. of Newark, New Jersey. Depicted, in four sections, will be "Tales From Rudyard Kipling," "Mother Goose," "Other Fairy Tales," and "Outer Space."

Ushering in the Christmas season will be a special Christmas street decorations lighting ceremony under sponsorship of the Committee.

The program has three objectives: to sell Downtown Dallas institutionally and to promote the downtown area as a great, regional shopping center; to sponsor special events in connection with seasonal events; and to generate voluntary activity among member firms engaged in retailing, including special "Downtown Dallas Days" sales.

Contest judges Jim Skinner, Margaret Weber, Norma Young, Wayne Gallagher and Ann Daniel, left to right, interview Miss Downtown Dallas nominee Glyn-dolyn Scott. Candidates are nominated by firms comprising the Committee.



Two such sales — each spanning three days — were staged last year. One accounted for a 10 per cent increase in department store sales over the same period in the preceding year. Sales increases in individual stores ranged from 18 to 39 per cent. Bolstering the "Downtown Dallas Days" sales were special sections in the Dallas Morning News and Dallas Times Herald devoted to the events. Many merchants strengthened the campaign through their own advertising programs.

From October 1960 to May 1961, two full-page newspaper ads each month emphasized the Committee's continuing theme of "Only in Downtown Dallas can a person find more services, more businesses, more entertainment and a larger selection of fashion-right merchandise for the entire family." Bi-monthly, seven local radio stations carried sales messages telling about the many facilities in Downtown Dallas. Supporting these were television commercials which graphically portrayed shopping, parking, fashion, banking, entertainment and other facilities available in Downtown Dallas.

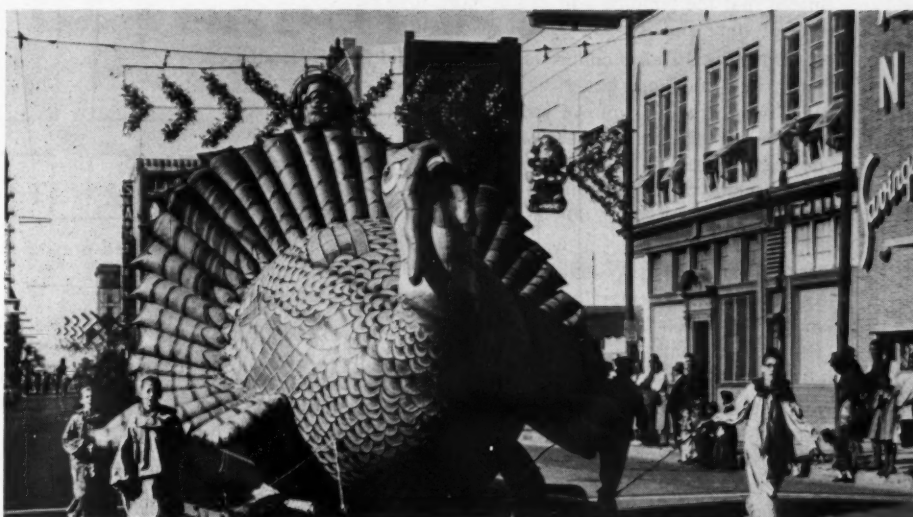
The Committee made no allowance for the historic "summer slump" in planning activities for 1961.

Spring was welcomed in — on the Saturday a week before Easter — by the distribution on downtown streets of 40,000 daffodils, handed pleasantly-surprised downtown shoppers. Delighted children were handed candy eggs by six giant Easter bunnies who roamed Elm, Main and Commerce Streets.

Highlighting the Summer agenda was a "Fifty Fabulous Hours Contest" and a "Salute to Youth" program.

More than 1500 couples wrote letters to the Committee giving their reasons for wanting to spend "fifty fabulous hours in Downtown Dallas," and 20 winning couples spent a dream weekend in the city as guests of the Committee.

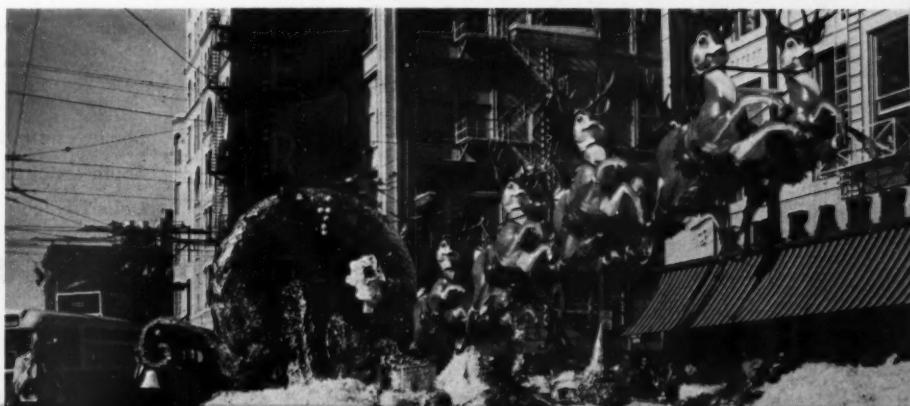
Youth service awards from the Committee and the Junior League of Dallas went to the outstanding boy and girl selected from teen-agers who are volunteer workers at 25 social-service agencies throughout the city. Additionally, the Dallas Society for Crippled Children and the West Dallas Social Center — at which the winning boy and girl work voluntarily — received \$100.00 each.



A repeat of the Giant Balloon Parade in downtown Dallas is scheduled for 10 a.m. Nov. 18, beginning at the corner of Young and Harwood, following Harwood to Elm, Elm to Market, Market to Main, Main to Harwood and Harwood to Young. The tall turkey, above, and Santa Claus float, below, were hits with the children attending last year's parade which displayed more than forty balloon figures.



Lee D. Starr, right, served as Downtown Dallas Committee Chairman last year and is serving a second term as co-chairman.





# Sanger-Harris to Build New Downtown Store

Sanger-Harris has added its name to the long list of those planning major new downtown buildings with an announcement by Raymond H. Cummins, its president, to lease a building and attached garage to be constructed on a 71,000-square-foot plot. The major part of the city block bounded by Pacific, Field, Federal and Akard will be the site of the first completely new downtown department store to be built in Dallas in over 30 years.

Although no plans are on the drawing boards, and no schedule of completion dates has been established, it is estimated that the building will utilize more than 600,000 square feet of store and parking garage space.

"Downtown Dallas continues to grow," said Mr. Cummins, "with new buildings being added and more people working and living in the downtown area each year. The future development of this site, fronting on Pacific and Akard, will give us the opportunity to be part of downtown growth. The announcement of this building project comes as a strong confirmation of our faith in downtown as a retail business center."

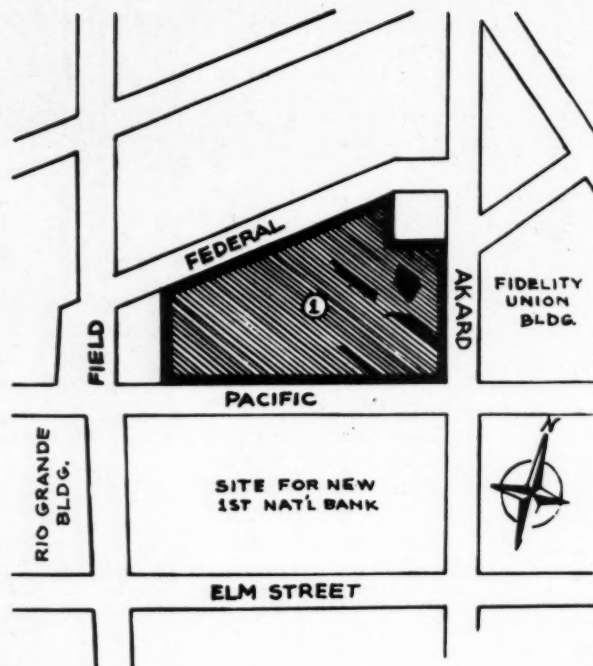
The Sanger-Harris site was called ideal for a department store location. With Akard Street as the hub of downtown and the growing center for major construction of both apartment and office buildings, the growth trend of downtown Dallas is dramatic.

"The proposed structure will be a combination of department store and parking garage—with the garage envisioned as a multi-level, self-park appendage to the store," Mr. Cummins said. "When construction is completed, this city block will become the base of our merchandising activities. We will be in a position to serve the downtown area more fully and efficiently from the heart of downtown, and our increasing suburban operations will benefit by strengthened support from the parent organization.

"The present two downtown stores of Sanger-Harris, at Akard and Main and at Lamar and Main, are doing well, and these locations will continue operating for some years ahead. Their success is indeed a factor in our belief that long-term growth will demand this provision for the future."

Avery Mays, president of the Dallas Chamber of Commerce, made the following statement concerning the new development:

"This is a gratifying development for the Dallas Chamber of Commerce, for we share the same pride in expansion of



Shaded area is the location of the new Sanger-Harris store.

local business as we do in bringing new jobs and payrolls to the Dallas area. We are particularly pleased with this announcement, for we have continually recognized the need for a strong Central Area and have worked for its development.

"The Chamber's comprehensive program is directed toward every facet of community growth, with strong emphasis always on the need for a healthy, dynamic Central Business District. The Sanger-Harris announcement which demonstrates the confidence of a great Dallas institution in the growing retail opportunities in Downtown Dallas emphasizes the value of the Chamber's leadership in long-range planning and intensive promotional effort."

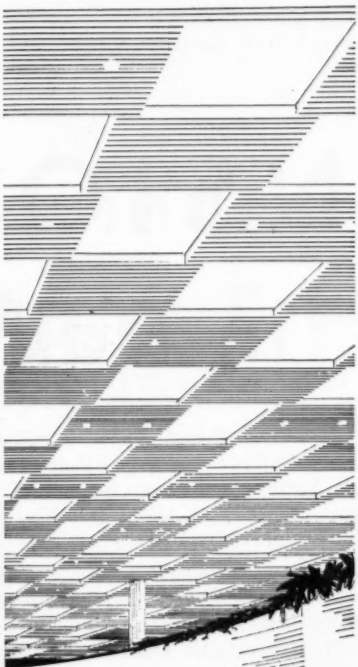
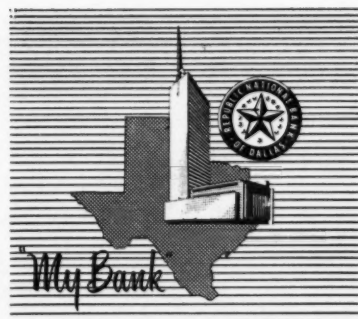
Mr. Cummins said the many developments now underway in Downtown Dallas "symbolize Dallas' reversal of an attitude held by many major U.S. cities toward their downtown area—to maintain the status quo, or permit the deterioration of central business districts.

"Sanger-Harris' new downtown store, and the growing residential facilities in the downtown area, dramatically emphasize Dallas' determination to make its primary business district a metropolitan city complete within a city."

## New Downtown Buildings Now Under Construction or Announced

Bank of Services and Trust  
Cary-Plaza Hotel & Apartments  
County Courthouse  
First National Bank  
High Rise Apartments of Nash Properties & Tishman Realty  
Praetorian Building Addition

Republic National Bank Addition  
Sanford Center  
Sanger-Harris Store  
Southwestern Bell Telephone Co. Addition  
Southwestern Life Insurance Co.  
United Fidelity Building Remodeling



# REPUBLIC NATIONAL BANK OF DALLAS

## STATEMENT OF CONDITION

September 30, 1961

### RESOURCES

Cash and Due From Banks . . . . .	\$ 258,895,179.92
U. S. Government Obligations,	
Direct and Fully Guaranteed . . . . .	218,285,175.05
State, Municipal and Other Securities . . . . .	34,413,645.13
Stock in Federal Reserve Bank . . . . .	3,150,000.00
Loans and Discounts . . . . .	605,505,321.89
Bank Building and Equipment . . . . .	22,861,497.29
Customers' Liability on Acceptances . . . . .	1,878,162.77
Other Assets . . . . .	4,332,318.95
<b>TOTAL . . . . .</b>	<b><u>\$1,149,321,301.00</u></b>

### LIABILITIES

Capital . . . . .	\$ 48,279,876.00	
Surplus . . . . .	56,720,124.00	
Undivided Profits . . . . .	6,365,867.19	\$ 111,365,867.19
Reserve for Contingencies . . . . .	14,529,219.17	
Reserve for Taxes, et cetera . . . . .	8,985,437.45	
Acceptances Outstanding . . . . .	1,878,162.77	
Federal Funds Purchased . . . . .	20,000,000.00	
Deposits:		
Individual . . . . .	\$692,289,831.00	
Banks . . . . .	179,660,364.92	
U. S. Government . . . . .	120,612,418.50	992,562,614.42
<b>TOTAL . . . . .</b>	<b><u>\$1,149,321,301.00</u></b>	

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

CAPITAL AND SURPLUS \$105,000,000 ★ LARGEST IN THE SOUTH



Section of Dallas Warehouse & Distributing Co., shown above. This 100,000-square-foot facility was occupied in June, 1961, is near Simmons Freeway.



Jack Huntington, above, left, vice president of Empire Terminal Warehouse, checks out Whitman's Candy in humidity and temperature controlled section.



Baker Fork Lift unit loads truck at dock of Texas Express Company Warehouse.



Great Southwest Warehouse gives high-speed service from Speed Racks (Storage Equipment Co.) Clark Tractor (Towne Industrial Equipment Co.) and Trailers M & H Equipment, Division of Baker Industrial Truck Division of Otis Elevator.

# EXPANSION in Dallas

Expansion continues to be the keynote in Dallas public warehousing. Already ninth in the nation in terms of public warehouse space with approximately 4½ million square feet of space, including household goods storage, Dallas' major public warehouse firms continue to build new facilities.

Latest to be opened is the new 110,000-square foot building of Great Southwest Warehouses, Incorporated at 3191 Commonwealth Drive in the Inwood Industrial District. This building houses GSW executive offices, accounting and traffic departments and the firm's Dallas merchandise warehouse. Office space is also provided for brokers and other clients who use GSW to distribute their merchandise. Among the special facilities constructed are a 15,000-gallon storage tank for liquid sugar and a controlled temperature area for candy.

Alford Refrigerated Warehouse, the "world's largest icebox," has recently signed contracts for paving 243,000 square feet of space in a new addition. When this giant project is finished in about six months it will bring Alford's total storage space to 1,309,000 square

feet or roughly 30 acres. This new million-dollar Alford project will be 616 feet long — 16 feet longer than two football fields. Present capacity at Alford is 6,399,000 cubic feet of refrigerated space.

The new 100,000-square-foot warehouse of Dallas Warehouse & Distributing, occupied on June 1, represents a major addition to Dallas distribution facilities. Located just one block off Simmons Freeway at 4847 Calvert, this firm provides air-conditioned offices, stock control, shipping and billing, local pick-up and delivery, pool car distribution, refrigerated storage and many other services.

Organized in 1956, Dallas Warehouse & Distributing was formerly located at 151 Leslie. J. Doug Connell is president and general manager, W. L. Hamilton, vice president and traffic manager and Elmer J. Weygant, secretary-treasurer.

Empire Terminal Warehouse with more than 180,000 square feet of storage space, specializes in dry and temperature-controlled storage. This firm serves as a break-up point for such firms as Whitman Candy Company, repacking cases of candy for distribution to dealers in Texas, New Mexico, Arkansas, Louisiana and Oklahoma.

Besides their dry storage warehouse at 4822 Bengal, Empire has 160,000 square feet of temperature-controlled space at 721 Austin. These facilities are divided into three rooms for candy and other pro-

By  
Tom McHale





Great Southwest Warehouses, Inc.'s new 110,000- square-foot building recently opened at 3191 Commonwealth Drive in the Inwood Industrial District. This houses executive offices, accounting and traffic departments and merchandise warehouse.

# Continues WAREHOUSING

ducts that require specific temperatures and humidity.

The Shippers Warehouse Company, located on an 11.5-acre site at Lamar and Forest Avenue, has 600,000 square feet of space. This warehouse grew out of an exclusive cotton operation and the firm still handles cotton in large volume. Shippers also maintains a large section of temperature-controlled storage in its new warehouse.

One of the most highly mechanized operations in Dallas, Shippers Warehouse is primarily engaged in volume storage for national accounts and handles a large volume of storage in transit. Shippers Warehouse has a 40-car capacity on its private switching track and loading dock space for 60 trucks with ample ramp and parking space.

Flexibility is the keynote of Texas Express Company, which began business in 1956 and serves retailers as well as large distributors. Pool car distribution remains the company's major field.

The Gaston Avenue Terminal of Texas Express is one of the most modern freight handling facilities in the Southwest. Early in 1957, the company opened another Dallas warehouse on Hansboro Street. This facility has 40,000 square feet and is highly mechanized. It also maintains temperature-controlled storage at this facility. Texas Express engages in public merchandise warehousing and as cartage agents for Dal-Worth Shippers Associa-

tion, Republic Carloading Company and National Carloading Company.

With a wide variety of delivery service and rental service for material handling equipment, Texas Delivery Service fills a unique gap in Dallas warehousing. This firm specializes in warehousing machinery and heavy equipment that requires special care in handling. This includes everything from IBM "Electronic Brains" to air-conditioning equipment.

Sutton Terminal Warehouse, located at 2700 Logan Street with approximately 50,000 square feet of space, was founded by two brothers, Paul J. and Earl Sutton, who came to Dallas during the depression. They worked at odd jobs mostly in trucking and freight lines and founded their own package delivery service in 1947.

In 1954 the Suttons expanded into merchandise storage. Since that time warehousing has become their major operation. The firm distributes merchandise in Texas, Oklahoma, Arkansas, New Mexico and Louisiana.

S and M Distributing Company, located at 134 Howell Street, specializes in warehousing and pool car service and repacking service. This firm, operated by Hank Mitterlehner, who was affiliated with large wholesalers in the Dallas area for more than 20 years, serves manufacturers who use Dallas as a basing point for distribution in the Southwest.

Dallas has more than thirty large warehouse organizations including merchan-

dise warehouses, farm products warehouses and cold storage warehouses. This does not include the many warehouses in Dallas devoted exclusively to household goods storage.

In addition to its material handling and storage technicians and supply houses, Dallas also has at least one organization specializing in warehouse lighting. Plastic Products Company of Dallas has conducted extensive research projects to utilize daylight in warehouses through the use of Naturalite Skylights and has been able to effect economies through the combined use of artificial lighting and skylighting.

Plastic Products Company of Texas has long led in daylighting research. Their daylighting design service is a Naturalite exclusive. Naturalite engineers design correlated systems for schools, warehouses, manufacturing plants and a varied field of other uses. Naturalite manufactures a complete line of plastic dome skylights both in standard sizes and for special architectural applications.

Inter-City Trucking & Warehouse Company has a capacity of 66,000 square feet. This firm offers pick-up and delivery service and pool car distribution. Founded in 1951 by Mr. and Mrs. W. M. Nicholson, it serves a wide variety of customers. Located at 4909 Reading, Inter-City has 52,000 square feet of off-street parking and 18-truck-capacity dock.

## Dallas Leads in

# LOGISTICS FOR INDUSTRY

Dallas is the crossroads of industrial service and supply in the Southwest. Today one of Dallas' major foundations for industrial growth is its leadership in providing logistics for industry in the Southwest.

Dallas' capacity to serve the logistic requirements of industry is founded on a multiplicity of supply houses known to industrialists as industrial distributors and to specialized engineering and tooling organizations staffed and equipped to provide the many-sided technical industrial service required by an expanding industrial section.

With warehouse stocks of steel, aluminum and plastics, Dallas has large and small organizations that specialize in minute electronic components, heavy machine tools and industrial supplies, aviation components and equipment, light and heavy machine shops, tool and die shops, engineering and tooling organizations, contract manufacturing facilities and virtually every industrial service and supply facility that industry requires.

Industrial distributors in Dallas supply the daily demands of industry for supplies and materials from distant manufacturers. With local stocks and service and factory-trained salesmen, the industrial distributor is a specialist in supply with an inventory well-planned to meet the complete daily requirements of Southwestern industry.

On the loading docks of such Dallas industrial distributors as Engineering Supply Company are found the immediate needs of production being shipped to plants all over the Southwest. In these shipments are industrial tools and supplies, electronic components and materials, safety and personnel protection equipment, and hundreds of other items required to keep original equipment manufacturers and a broad variety of industrial shops ahead of production schedules.

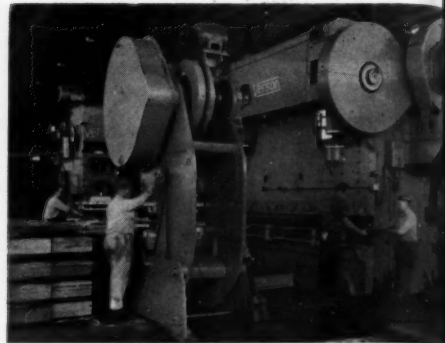
"It is an asset not shown on balance sheets, but the value of services provided for manufacturing and production by Dallas industrial distributors is a major contribution to growth companies in the Southwest," according to George W. Levering, Jr., president of Engineering Supply

Company, a corporate division of Texas Instruments, Inc. "Providing a local source for hundreds of manufacturing plants engaged in a broad variety of operations, the industrial distributor is equipped to supply even the most unusual requirements. For a manufacturer to stock this broad range of items in anticipation of future needs would require a sizeable inventory investment as well as warehouse space for storage.

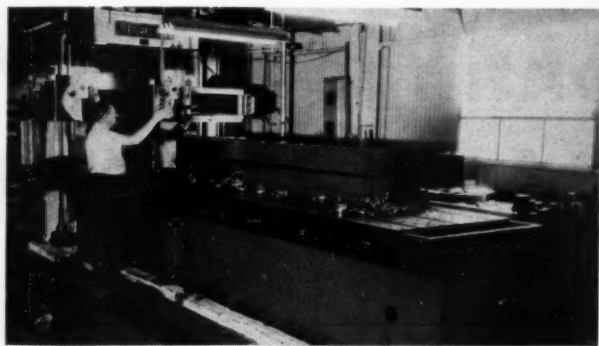
"A two-sided coin," Mr. Levering continues, "the distributor is vitally interested in performing this service and accelerating the growth and profits of its customers. Only the expanding growth of local industry will provide the business level required for the distributor to expand its service and growth. Not only is the distributor a source of supply, but in many cases it also markets the output it has helped to produce. Reciprocal growth is one of the more important requirements for economically providing the logistics for industry."

Verson Manufacturing Company, whose prime function is engineering and

Parts and supplies stocked by Southwest Airmotive Distribution Division, right, represent 50 leading manufacturers.



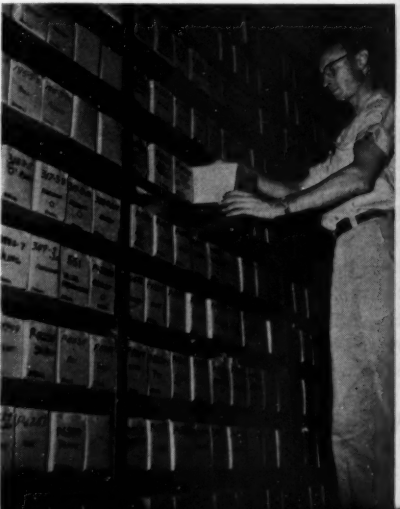
Giant Allsteel Press Brake turns out deep-beam highway guard rails at Verson.



Recently installed 48" x 48" x 16' Liberty Planer used on contract work at Polley Brothers and Verson, Incorporated.



Section of Schill Steel Co. of Dallas warehouse shows huge steel stocks available for industry in the Southwest, above.



tooling and providing manufacturing processes for others, is another prime example of the value of Dallas industrial service firms in developing local industry. Verson can engineer and design complete plants, provide tooling, press equipment and work-flow charts and provide special facilities for contract manufacturing.

Verson brought a new industry to Dallas this year by developing a process for manufacturing deep-beam highway guard rails. By using Verson's B-2014 Allsteel Press Brake and specially designed tooling, the Dallas plant developed



Partial view of Connolly Tool & Engineering Company's shop shows the firm's horizontal and vertical boring machines.

a new process for turning out the giant rails.

Verson purchased a new building to the north of its manufacturing plant at 8300 S. Central Expressway. The 9,000 square-foot building is surrounded by 1½ acres of land. In the process of acquiring additional facilities for rail cars, Verson plans to build a new warehouse and loading docks. The Verson Quality Control Department has been expanded to keep pace with increasing demands of industry for precision workmanship.

The Distribution Division of Southwest Airmotive provides another important facet of Dallas' industrial logistics. Because a stock bin is not as dramatic as a sky-climbing Gulfstream, nor an inventory card as exciting as a giant jet power plant, the Distribution Division of Southwest Airmotive is lesser known among non-aviation people than the more colorful Service Division of the company. However, among flying folk throughout America, this division is known as one of the most complete and dependable supply sources within the industry.

As a wholesale distributor, "SAC-Sales," as it is known, bids for the business of more than 1000 private operators, large and small, engaged in the sales and service aspects of private, business, industrial, agricultural and training aviation. Southwest Airmotive played a vital role in the supply provisioning programs of major airlines readying themselves for new jet fleets and continues to furnish many of the nation's leading commercial carriers with a large variety of parts and units used in maintenance and overhaul. These important customers include American, Braniff, Continental, Delta, TWA and others. Southwest's Jet Engine Division overhauls giant jets for airlines and the U. S. Government and rounds out its industrial service and supply picture.

Nerve center for the SAC-Sales Supply System is its headquarters at Love Field, where trained specialists keep up with the hundreds of products of approximately 50 manufacturers the division represents. This division stocks merchandise for sale in the Dallas area and serves as "backup" for district warehouses in the field. These district centers, from which a total of 17 salesmen operate, include Houston, St. Louis, Kansas City, Denver and other key cities.

Custom Manufacturing Company is another major Dallas industrial service organization specializing in metal stampings and punch press work. This firm builds dies and contract stampings to specifications. They also make special angles, channels and shapes and do custom shearing. Located at 5501 S. Lamar, the custom plant occupies 25,000 square feet, and their site with trackage occupies 3½ acres.

Polley Brothers & Verson are contract manufacturers of tools and dies, jigs, fixtures and metal stampings. Their diversified machine work includes such items as tire repair equipment, rubber molds for car floor mats, and aluminum castings. Recently the firm installed a 48" by 48" by 16' Liberty planer for commercial work.

Started in 1944 with two employees, Polley Brothers & Verson regularly employs about 30 people, and occasionally this figure is tripled when the firm is working on special contracts.

Connolly Tool & Engineering Company, which recently moved to a new 20,000-square-foot building at 2605 Brenner, makes a wide assortment of dies for manufacturing companies, special equipment such as sorting and welding machines for transistors, pouring machines for insulating walls of freezing units, welding fixtures for truck trailers and even brassiere presses.

Starting in a small plant on a Wyche Street back lot in 1955 with less than three employees, Connolly now has a staff of 32. Its customers include some 150 firms located in Texas, Oklahoma, Louisiana, Arkansas and Indiana.

A. J. Boynton & Company are engineers and technical counsellors. This firm was founded in Chicago in 1940, and

(Continued on page 56)

Bosco Bolt Nut & Screw Company stocks in clip type shelving made by Republic Steel, installed by Storage Equipment Co.



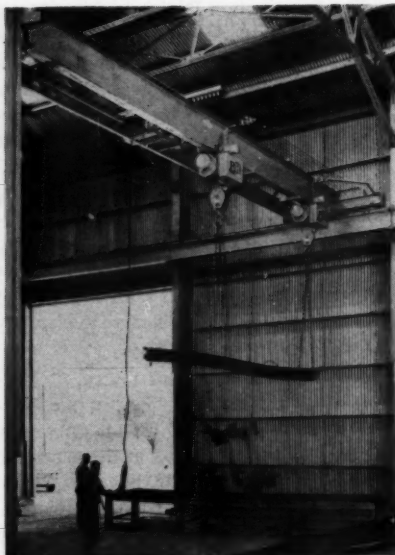
Streamlined delivery equipment at Engineering Supply Company loading docks provide essential service to industries.







Towmotor Fork-Lift Truck in service at Purex Plant converted five years ago to butane by J. & S. Carburetor Company.



Stewart Engineering & Equipment Company's 6-ton, 38-foot span crane in operation at Zelrick Plant on Denton Drive.



Rip Nichols, president of Texas Delivery, and John Hughes, engineer, check out 3-ton disposal truck, the world's biggest.

## Dallas in MHI Spotlight

Pointing up the growing importance of material handling in Dallas and the Southwest is the recent announcement that the Material Handling Institute will hold a regional show in Dallas during November, 1962.

In announcing this event in the Institute's continuing program of regional trade shows, Mr. L. West Shea, managing director of MHI said: "In 1961, we served industries on both the East and West Coasts by having material handling and protective packaging shows in Philadelphia and San Francisco. It is timely to likewise serve the varied and expanding industries throughout the Southwest marketing area."

Dallas is recognized as headquarters in the Southwest for material handling and

storage equipment. The expansion of this industry is reflected in the growth of manufacturers such as Inca Metal Products Corporation and Frontier Manufacturing Company in storage equipment and a growing number of highly specialized organizations who act as distributors for storage and material handling equipment.

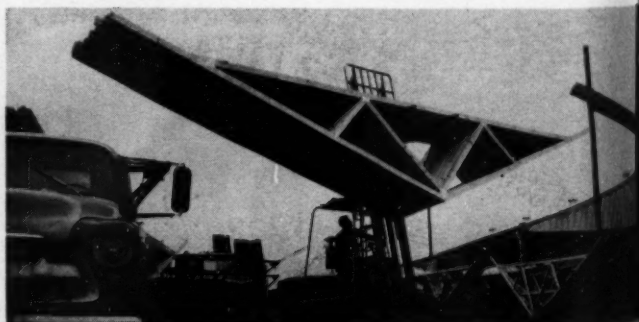
This includes such firms as Stewart Engineering Company, manufacturers of cranes, bridges and specialized material handling machinery. The operations of this firm cover a four-state area. Most of the heavy equipment manufactured by Stewart is sold directly although some specialty items are sold on a national basis through distributors.

In addition to its own manufactured items Stewart acts as distributor in its territory for such firms as American Monorail Company, P & H Hoist Division of Harnishfarger, Milwaukee Crane Division of Novo Industries Enterprises



Towmotor Fork-Lift operating at Economics Laboratory of Texas, sold by Fork Lift Sales & Service, Inc. of Dallas.

Mayes Industrial Equipment Company's Mobilift 3-ton equipment moving large roof trusses at Barnes Lumber yard.



and the Chester Hoist Division of National Screw & Manufacturing Company.

Stewart Engineering & Equipment Company has approximately 40 employees and maintains complete engineering and fabricating facilities in its Dallas plant.

Dallas also has a large number of service and supply organizations who engineer, distribute and service a wide variety of material handling and storage equipment. Some of these firms specialize in and many confine their operations to either material handling or storage equipment.

Such firms as Briggs-Weaver Machinery Co. and the Industrial Supply Division of the Murray Company are distributors of material handling equipment. This group also includes Towne Industrial Equipment Company, distributors of Clark Equipment and Baker Industrial Trucks, a division of Otis Elevator Company.

Fork Lift Sales & Service, Incorporated have been exclusive agents for Towmotor Fork Lift Trucks since 1947. This firm is engaged in the sale, rental, repair and rebuilding of fork-lift equipment. With a skilled and experienced sales and service staff, Fork Lift Sales & Service serves 63 counties in Northeast and North Central Texas.

Garrett Equipment Company is another specialized material handling organization selling and servicing such equipment as Kalamazoo Trucks, Loudon Cranes and Monorails, Wilshire Power Sweepers, Grove Yard Cranes, Verta Lift, Lift-A-Loft, Pettibone, Mercury Lift Trucks and Tractors, gas and electric.

Cay M. Jensen Equipment Company is a family organization providing sales and service on materials handling and weighing equipment. This firm's line of Lewis-Shepherd Industrial Trucks include a

wide variety of equipment. Jensen maintains complete service and parts facilities for its customers.

Mayse Industrial Equipment Company is a fast-growing material handling and storage organization. Principal lines of this firm are Mobilift Fork Lift Trucks, Elwell Parker and Lift-Trucks, Inc. It also handles the Hydrol line of conveyors, Storack Cord Racks and Townsely Warehouse Trucks. This firm also has Equipto Bins and Shelving.

Dillon Scale & Equipment is a firm that has been serving Dallas since 1920. This firm carries a varied line of material handling and weighing equipment for the industrial and institutional fields. Their lines include hand trucks, platform trucks, conveyors, casters, semi-live skids, lift jack equipment and conveyors. A new Dillon line is the electric Taylortruck for material handling and plant personnel transport.

Dillon also has institutional equipment for hospitals and hotels including wheel chairs, inhalators, tray trucks, food conveyors, service carts, mop trucks, linen service carts and other wheeled service equipment.

A. C. Andrews Company, another major Dallas materials handling organization, specializes in hand trucks, fork-lift trucks, portable elevators, electric and gasoline platform trucks, skid platforms, conveyors, steel strapping and tools and other material handling and storage equipment. This firm recently expanded its operations by moving to a new and larger location at 2805 Canton Street.

W. A. Tayloe Company, a rapidly expanding materials handling firm, is the largest distributor of hardwood pallets in the Southwest. This firm distributes pallets as far away as the West Coast, supplying these from mill sources in East Texas and Arkansas.

This firm also has an extensive business in storage equipment and racks and also distributes warehouse trucks, conveyors, large and small fork-lifts, tote boxes and many other related material handling and storage items.

W. W. Cannon Company features complete planning and installation service on steel shelving and parts bins, lockers, work benches and shop equipment. They also distribute Palletainers, which are collapsible wire mesh containers for shipping and storage of frozen foods, electronic and aircraft components, industrial casting and automotive parts.

Storage Equipment Company handles a wide variety of clip type steel shelving, boltless pallet racks and a complete line of plastic containers for electronic parts. The firm supplies storage equipment for the heaviest and bulkiest parts to the most delicate miniaturized electronic components.

L. R. Ward Steel Products is one of Dallas' major material storage distributors and fabricators. This firm features the "Kee-Klamp" line of tubular structures to fill the needs for low cost, flexible shelving braces and supports and also the "Color Line," interior movable partitions.

Another recent addition to Dallas material storage equipment is the manufacturing of the Fico Backbone Rack for 27 Southern and Mid-Western States by Inca Metal Products Corporation. The Fico Backbone is a patented steel storage rack with a special-built backbone frame to withstand not only the heavy loads of stored materials but also the accidental bumps from fork-lift trucks. Fico Backbone Racks were developed and pioneered by Midland Industries of Irvington, New Jersey. These products are being marketed and installed in Dallas by Commercial Industrial Supply Company.

Inca-Fico Backbone racks by Commercial Supply at World Carpet Company, Mobilift is in the background.



Kee Klamp tubular structure installation fabricated and installed by L. R. Ward Steel Products Company.



## Bond Programs Bring About

# The Changing Face of Dallas

Dallas leadership has anticipated certain critical areas that accompany any corporate growth and has tried to create orderly and dynamic development through a series of master plans. Areas that have received the highest concentration of funds are the thoroughfare system, water supply, sanitary sewers, storm sewers, and new public buildings.

Perhaps the most apparent improvements made during this ten-year period were the freeways, divided thoroughfares, and the secondary street paving projects. This part of the capital improvement program cost \$56,771,195. Another \$16 million was used for the municipal share of residential street and alley paving that resulted from property owner petitions.

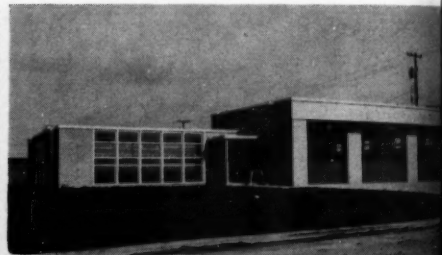
City-County Health Building



R. L. Thornton Freeway



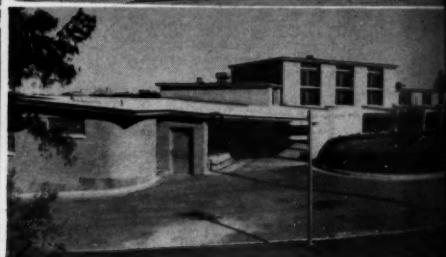
Fire Station No. 48



Municipal Building



Redbird Airport



Large Mammal Building — Zoo

In only a decade public improvements have made sweeping changes in the face of Dallas. The City of Dallas has invested over \$180 million in the future of this city, realizing that any government that competes successfully for a share of the expanding population must be progressive and tuned to needs.

Dallas progress has not been by accident. It is the result of ambitious effort and civic pride from citizens interested enough in the future of their city to pay the price of the needed improvements. In Dallas funds totaling \$183,441,670 were expended between Oct. 1, 1951, and Sept. 1, 1961. Bond funds voted by the citizens of Dallas were the primary source of this money.

Most of the major thoroughfares in Dallas have been improved since 1951. Such projects as Mockingbird Lane, Hatcher Street, Sylvan Avenue, Preston Road, Lancaster Road, Ross Avenue, Forney Road, Marsalis Avenue, Lemmon Avenue, Gaston Avenue, Oak Lawn Avenue, Garland Road, Buckner Boulevard, Industrial Boulevard, Illinois Avenue, and Westmoreland are an indication of the scope of the program. In addition to expenditures on actual engineering and construction, the right-of-way was purchased for Central Expressway and a portion of the R. L. Thornton Expressway. Money has also been set aside for part of the Woodall Rodgers Freeway.

The Dallas water system required \$43,223,627 for improvements. Such major

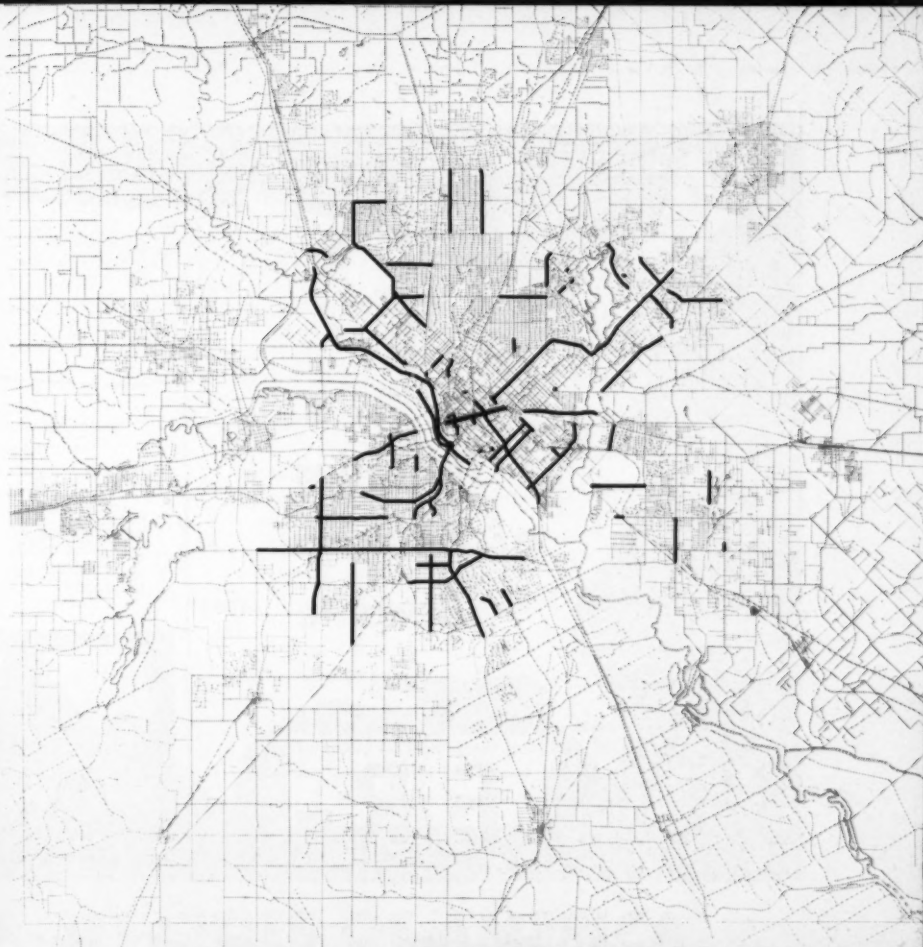


additions as the Iron Bridge Reservoir, the East Side Treatment Plant now under construction and the Walcrest Reservoir at Walnut Hill Lane and Hillcrest are well known. Perhaps less well known but equally important are the mains constructed in all sections of the city that extend service to areas newly annexed or ready for development. While they are too numerous to mention, the 30-inch main in Buckner Boulevard from Bruton Road to Lake June Road, the 36-inch main in Field Street from Young Street to

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**Map of Most Major Streets  
Completed in Past 10 Years**

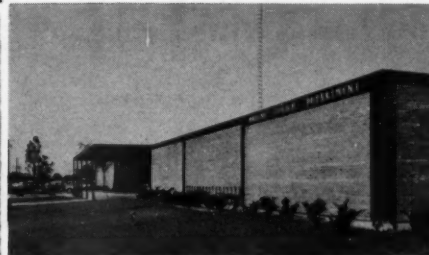
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**Dallas Love Field**



**Pleasant Grove Branch Library**



**Police Department Sub-Station**



**Municipal Auditorium**

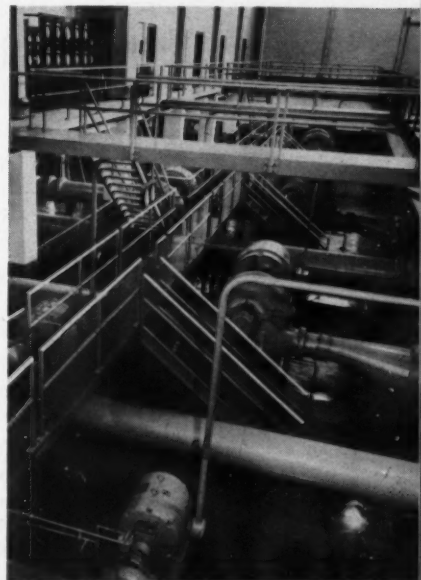
Turtle Creek Boulevard and the main connecting the Bachman Treatment Plant to the Sunset Reservoir are fine examples of this type extension.

Sanitary sewers are another prerequisite for new development. Since 1951, \$20,923,857 has been spent or committed to improve the system by replacing obsolete service to meet the increased load in existing areas or to extend service to new areas prior to development. Among the major trunk mains constructed were sections of the Five Mile Creek Trunk, the West Bank (of the Trinity River) Interceptor, White Rock Creek Trunk, replacement of parts of the old brick sewer in the central business district, West Branch of Mill Creek in the Vickery area, Joe's Creek, Coombs Creek and the Cotton-

wood Branch. Several millions were spent to extend sanitary sewer service to homes in the Dallas West, Victory, Pleasant Grove-Pleasant Mound, Joe Field and Pecan Heights areas. This action necessitated improvements at the Sewage Treatment Plant and the Elam Creek Pump Station and Force Main.

As general development proceeds, the area of land that is able to absorb storm waters decreases and the velocity of the run-off is increased. Dallas has expended \$14,926,746 in storm sewer construction in new areas as well as improving drainage in existing areas. While not normally visible, storm sewers have significantly contributed to the progress made in Dallas. Without them, some sections of the city would still be undeveloped because of the danger of flooding.

(Continued on page 89)



**Elm Fork Purification Plant**

# Jet Cities of America Become SUPER-JET CITIES



Exactly one year ago the Dallas Chamber of Commerce published the results of a pioneer study, in which it classified nine cities as the "Jet Cities of America," and called them cities that "appear destined to become the 'super-centers' of American business."

The study has now been updated by one year, using the same "ground rules." It shows that there are now 17 Jet Cities, but it also shows that the original nine continue to dominate and, indeed, have become the super transportation centers of America.

The nine cities, ranked by daily jet arrivals/departures, with similar data for 1960 shown in parentheses, are

	1961	1960
Chicago .....	276	(133)
New York .....	240	(94)
Los Angeles .....	214	(130)
San Francisco .....	121	(74)
Miami .....	60	(27)
Dallas .....	55	(34)
Seattle .....	55	(22)
Denver .....	46	(24)
Atlanta .....	43	(20)

These nine cities account for 1,100—almost 63%—of the 1,764 daily arrivals/departures of pure jet transports offered by all domestic carriers in September, 1961.

To determine a Jet City, in both studies, every turbojet

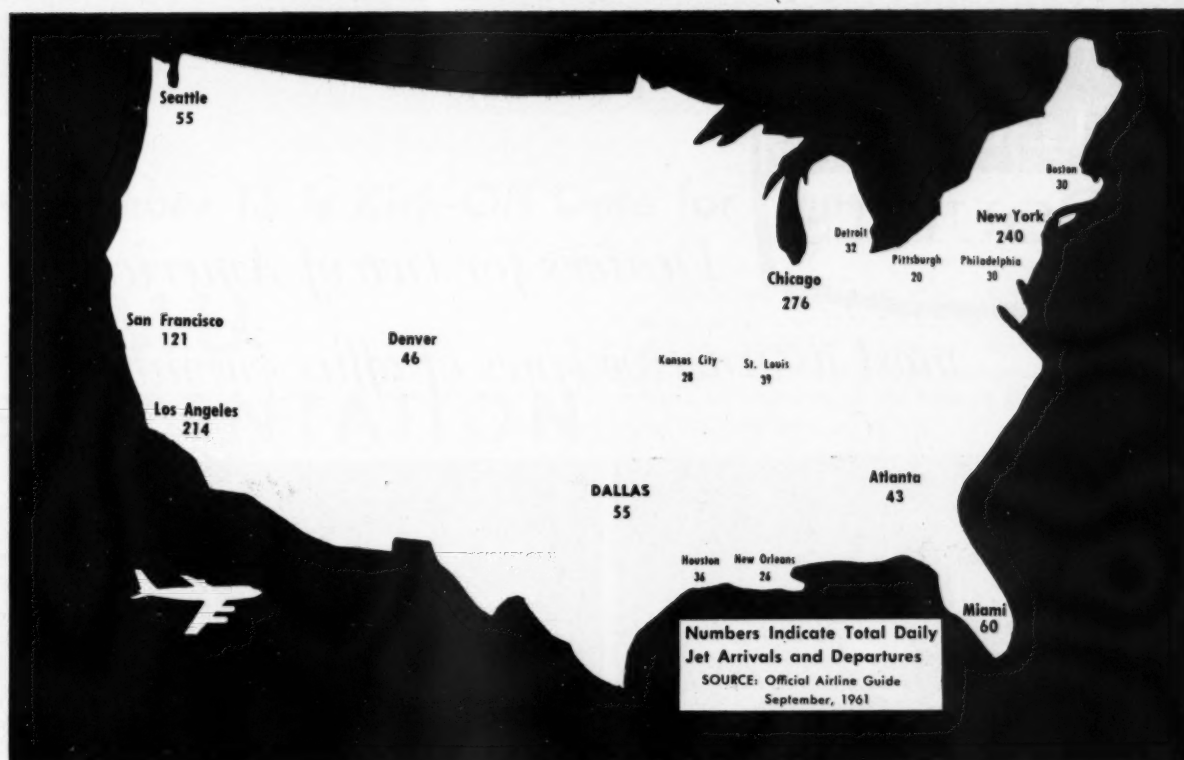
schedule listed in the Official Airline Guide was tabulated. Based on these tabulations, the service for each city was matched against these criteria:

- (1) Must be a "large hub" as classified by the Federal Aviation Agency.
- (2) Must have at least 20 arrivals/departures daily by turbojet aircraft.
- (3) Must have at least one turbojet round-trip nonstop daily with each of four or more points at least 500 miles distant.

The additional seven cities, which have met the criteria for Jet Cities, but still lag far behind the nine listed above are ranked here by daily arrivals/departures, with comparable 1960 figures shown in parentheses:

	1961	1960
St. Louis .....	39	(16)
Houston .....	36	(12)
Detroit .....	32	(10)
Boston .....	30	(8)
Philadelphia .....	30	(13)
Kansas City .....	28	(6)
New Orleans .....	26	(14)
Pittsburgh .....	20	(2)

The Original Chamber study received wide distribution and was both praised and criticized. Several cities unable to meet the criteria complained that they too should be considered Jet



## THE SUPER-JET CITIES OF AMERICA

### *New Jet Cities Shown In Lighter Type*

Cities. Chief criticism of the study was in its timing. The September, 1960, Official Airline Guide was used. Cities, chambers of commerce, airport authorities, etc., which criticized the study, said that the turbojet transportation picture was changing continually and that it was unfair to make a study from a single issue of the Airline Guide. These critics particularly resisted this statement from the original Dallas study:

"There is no apparent influence that can be expected to result in substantial changes in the number, or relative importance, of these major jet hubs in the further evolution of the carriers' domestic jet air service patterns."

The 1961 study based on data from the September, 1961, Official Airline Guide, proves the accuracy of the 1960 statement.

The results of this 1961 study provide conclusive evidence that geography and air traffic-generating capacity early determined these Jet Cities, and that there is a clearly defined breaking point between the relatively few major hubs of jet air service and the many minor centers. It is logical to assume that more cities will eventually meet the original criteria set out for Jet Cities, but it is equally logical to assume that the same nine cities will maintain their dominance in the carriers domestic jet air service patterns.

Additional jet schedules have already been added since the

publication of the September Guide, and more are being announced almost daily as carriers take delivery on additional planes.

The cities' role as "super-centers" of American business rests upon the revolutionary changes that the jet transport has made possible in the patterns of American business operations. Management's ability to obtain additional "reach" through use of the new services which inter-connect the cities, marks these cities for increasingly important roles in the business pattern. It seems inevitable that there will be a strong tendency to concentrate in the cities with superior jet service all of those business functions whose success depends heavily upon economic and efficient transportation services.

Transportation has always been a vital tool of American business, but the advent of scheduled jet air service has provided a new dimension for American business and has focused the attention of management upon those cities that have established themselves as airline hubs requiring and capable of supporting superior jet services.

One year ago, in the very early stages of commercial jet transportation, nine cities appeared foremost in this new phase of transportation. A year later, the same nine are still far ahead. It is only logical to call them the Super-Jet Cities of America.





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**November 15 Is Kick-Off Date for Annual**

# **SMU SUSTENTATION DRIVE**

Brainpower is now a vital factor in the future growth and development of a city and area. This basic philosophy of Southern Methodist University explains its idea that a dedicated, dynamic private university can be a center where this creative brainpower is freely developed and from which it goes out to underwrite present and future progress and prosperity for every man, woman and child in its region of influence.

Southern Methodist is aware of this great obligation, according to its President Willis M. Tate, "and has been gearing up in research potential as well as in programs of instruction all the way to the Ph. D. degree in order to meet it.

"Today, the interdependence of Dallas and a university such as SMU is striving to become is more evident than ever before."

Underlining this relationship is the annual Sustentation Drive. November 15 is the kickoff date for the 1961-62 campaign.

Dr. Hiram Abiff Boaz, second president of Southern Methodist University, launched the first Sustentation Drive in Dallas in 1939 with the slogan "Put SMU on your payroll."

The annual Sustentation effort, successful every year since then, has underlined the partnership between Dallas and SMU and now provides about one-third of the 15% of the actual operating budget which must come every year to Southern Methodist University in the form of gifts from business and individual friends.

This need exists because of the university's presently inadequate endowment of a little more than \$11 million — or about \$90 million short of what would be an adequate endowment base for a university of the size, scope, and quality of SMU. Students' tuition, added to endowment income, is not enough to meet the continual rise of instruction, maintenance, and development costs for a school that receives and wants no tax or other governmental support; and each student's tuition pays only two-thirds of what it costs to give him a first-rate education during the semester. Gifts, such as those that come through Dallas Sustentation, make up the difference. They have allowed SMU to develop in past years into a recognized educational leader of the nation and a credit to its city and region.

The 1961-1962 Sustentation goal is \$425,000. This money will go to help meet the rising costs of instruction, to provide more adequate faculty salaries, and to support new advanced programs up to the Ph. D. level that are now characterizing SMU as a university in the truest sense.

The meeting of last year's goal of \$425,000 marked the most successful year in terms of money raised in the 22-year history of the Sustentation Drive.

Sustentation itself is a unique effort in that it is conducted for SMU by a dedicated group of Dallas' leading business and professional men and women. In its success is manifested the maxim that every great city has and supports its fine university.

This year General Chairman C. A. Tatum, Jr., president of

(Continued on Page 53)



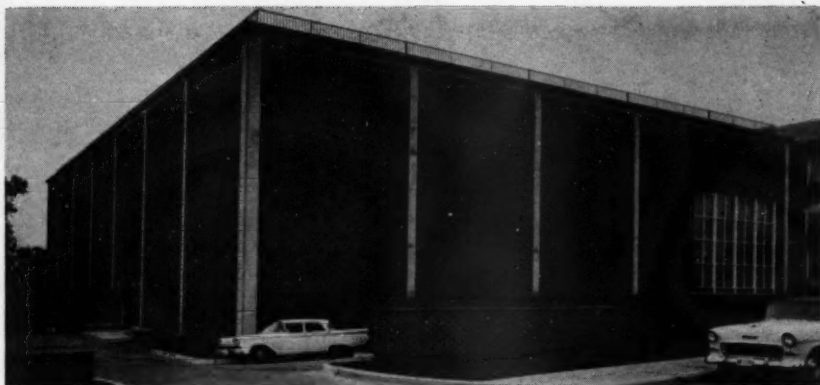
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This new structure on the SMU campus is the Science Information Center.

## Science Information Center Now Open on SMU Campus

The Science Information Center, now open on the Southern Methodist University campus, occupies 77,000 square feet and is one of the most modern and functional library buildings in the United States. Housed in this building are the scientific, engineering and mathematical libraries of the University; the offices of The Graduate Research Center of the Southwest; the Director of Libraries; Dean of the Graduate School; the Map Library; the Herbarium; the SMU Press; the new Mathematical and Experimental Statistics Laboratory; and the permanent offices of the Graduate Research Center, Inc.

The Science Information Library occupies 37,000 square feet in the new building. Three miles of bookshelves have been installed to hold over 90,000 volumes and about 700 current periodicals. The library is a depository for publications of the Atomic Energy Commission, the Department of Defense, the National Aeronautics and Space Administration, the United States Geological Survey, and other governmental agencies.

The library is operated on an "open stack" principle. There are no walls between the readers and books. The first floor contains the circulation desk and books on chemistry, engineering, geography, mathematics, and physics. The Map Library containing about 75,000 maps is also on the first floor.

The second floor holds the bound and current periodicals, the DeGolyer Foundation Library of Geology, and the SMU books in geology and biology. This floor houses the photographic laboratory for photocopying and microfilming. The basement contains the books in the fields of agriculture and botany.

The Graduate Research Center of the Southwest, Dr. Lloyd V. Berkner, president, is presently housed in the Science Information Center. Dr. Berkner and his staff will be using the facilities of the Science Information Center and those of the Graduate Research Center, Inc., until permanent buildings are constructed for the Graduate Research Center of the Southwest.

The Graduate Research Center, Inc., is now permanently officed in the Science Information Center. Despite the similarity in name, The Graduate Research Center, Inc., and the Graduate Research Center of the Southwest are separate corporations.

Following an October 5 meeting of the trustees of the Graduate Research Center, Inc., Lewis W. MacNaughton, chairman of the board of DeGolyer and MacNaughton, was elected president of the Graduate Research Center, Inc. J. E. Jonsson, chairman of the board of Texas Instruments, Inc., remains chairman of the board of The Graduate Research Center, Inc.

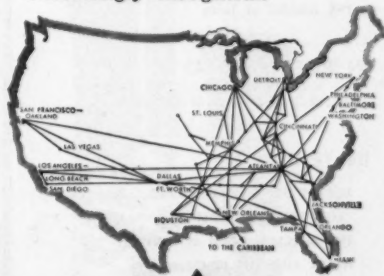
Other elections by the board included the election of Dr. Claude C. Albritton as the Director of the Graduate Research Center, Inc., and of Dr. Lloyd V. Berkner as a trustee. Dr. Albritton is the Dean of the SMU Graduate School and a professor of geology.

The Science Information Center which will be formally dedicated November 3, 1961, looks forward to the day when it will become a regional center for the storage and quick dissemination and retrieval of scientific and technical information to and from universities and business and industry throughout this area.

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# CIVIC OPERA

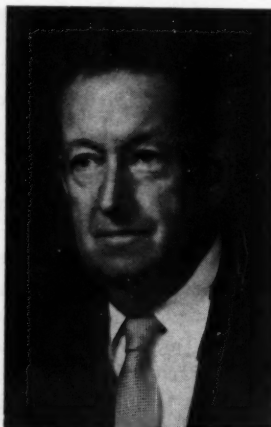
The Dallas Civic Opera, now recognized as one of the leading opera companies in the world, will present a revival of a French classic and new productions of two cherished opera favorites in its fifth season November 3-18.

The season schedule is "Thais" Friday evening November 3 and Sunday matinee November 12; "La Boheme" Sunday matinee November 5 and Friday evening November 10; and "Lucia di Lammermoor" Thursday evening November 16 and Saturday evening November 18.

In addition, the opera will present a special children's matinee of "La Boheme" Saturday, November 4. The matinee will be sponsored by the Dallas Civic Opera Guild and underwritten by H. L. Hunt.

Three of the opera world's most glamorous sopranos will headline the glittering season in Dallas. Denise Duval, the beautiful French opera star, will sing the title role in "Thais."

## Officers of Dallas Civic Opera



LEO F. CORRIGAN, SR.



JAMES J. LING



HENRY S. MILLER, JR.

Ilva Ligabue, the Italian lyric soprano who has been called "a new Tebaldi," will appear as Mimi in "La Boheme." And Joan Sutherland, who made her sensational American debut last year in the Dallas Civic Opera's production of "Alcina," will return to Dallas as the tragic "Lucia di Lammermoor."

Many other of opera's brightest stars will appear in the Dallas Civic Opera season—including Luigi Alva, a favorite with DCO audiences last year; Ettore Bastianini, the world's greatest living baritone; Ginetta La Bianca, the fabulous new coloratura soprano; Nicola Filacuridi, handsome Italian tenor; Manuel Ausensi, Spanish baritone; Ugo Trama, Neopolitan tenor; Elizabeth Carron, Regina Sarfaty and Joan Marie Moynagh, three of America's most important sopranos; Salvatore Baccaloni, the popular comic basso; Nicola Zaccaria, famous Italian basso; and Renato Cioni, another brilliant Italian tenor making his Dallas debut.



Above, Joan Sutherland, who will appear in "Lucia di Lammermoor," a production created for her by Franco Zeffirelli.



Above right, Denise Duval, who will sing the title role in the DCO production of "Thais," seldom seen in this country and designated as "the most important opera opening of the season."



Right, Ilva Ligubue, Italian lyric soprano, appears in the role of Mimi in the exclusive American showing of "La Boheme."

Nicola Rescigno, one of the world's most celebrated opera conductors, is artistic director and conductor for the Dallas Civic Opera. The Dallas Symphony Orchestra is the orchestra for the opera season. Roberto Benaglio, hailed as the finest chorus master in the world, conducts the Dallas Civic Opera chorus.

The Dallas Civic Opera, founded in 1957, is already one of the most vital cultural institutions in Dallas and the Southwest, and is known and respected throughout the world.

Behind the opera, and responsible in many ways for its continuing forward strides, is a group of civic and business leaders dedicated to bringing Dallas "the finest resident grand opera available anywhere." The fame and attention, as well as economic benefit, that have come to Dallas as a result is a tribute to their efforts.

Leo F. Corrigan Sr. has been chairman of the board of the Dallas Civic Opera since 1958. James J. Ling, head of a fast-growing electronics empire, was recently named vice chairman of the board. Henry S. Miller Jr. is president.

Other DCO officers are Robert L. Clark, vice president and chairman of the executive committee; Lawrence V. Kelly, vice president and general manager; and William A. McKenzie, secretary-treasurer.

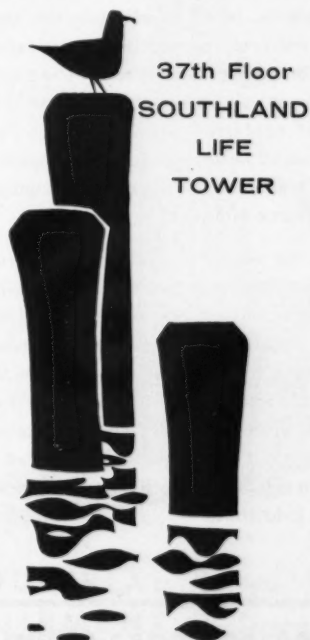
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## Theater Season Includes Musical, Four Plays

Four new and exciting plays by new and talented playwrights featuring outstanding "name" directors and/or stars will be presented at the Dallas Theater Center during the 1961-62 season. In addition, the Center will stage its first musical, "Little Mary Sunshine," books, lyrics, and music by Rick Besoyan.

New plays selected to be presented at the Center include "Let the Dogs Bark," an outstanding Chilean play by Sergio Vodanovic; "The Crossing," based on an incident in the life of George Washington, by Howard Fast; "Naked to Mine Enemies," an adaptation of the tragic life of Cardinal Wolsey, by Charles Ferguson, and "Joshua Beene and God," by Dallas playwrights Hal Lewis and Clifford Sage.

"Little Mary Sunshine," the popular

off-Broadway musical which spoofs the romantic operetta, opened the Theater Center's season October 19. The first produced work of Rick Besoyan became the longest running original musical in the history of off-Broadway theater when it passed its 500th performance this year.

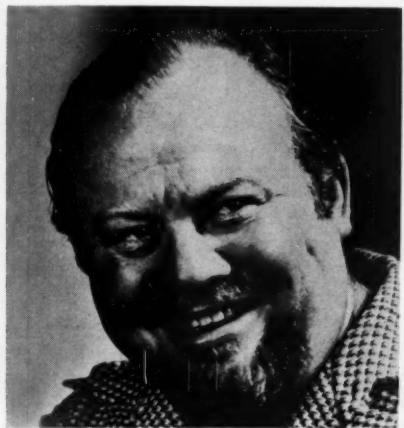
This is its first presentation in the Southwest. Hollywood starlet Miriam Gulager, wife of television's Clu (Billy the Kid) Gulager, plays the title role of Little Mary, portrayed in New York by Eileen Brennan. Ivan Rider, who staged the delightful farce, "The Taming of the Shrew," last season, is director. The musical satire will play again November 1-4; 22-25; 29-30 and December 1-2.

"Let the Dogs Bark" has toured in France and Spain. It will be directed by

Miriam Gulager stars in the Theater Center's first musical, "Little Mary Sunshine."



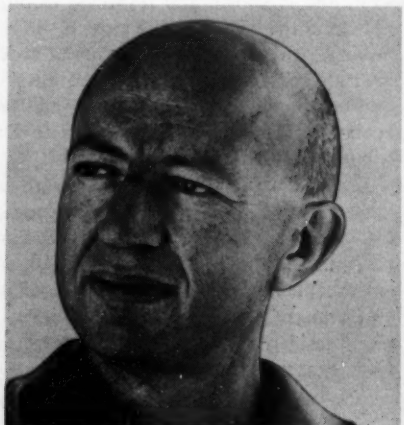
Burl Ives will star in "Joshua Beene and God," by Hal Lewis and Clifford Sage.



Franchot Tone, star of "The Crossing."



Howard Fast is author of "The Crossing."





"Naked to Mine Enemies" was written by Charles Ferguson, above, SMU graduate.

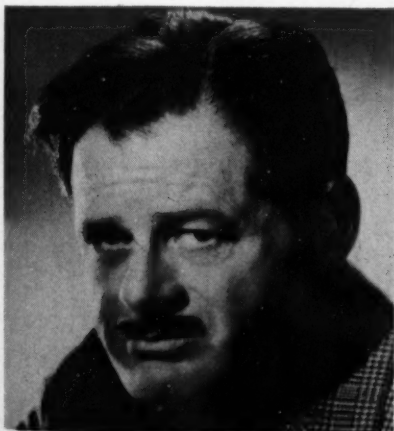
Pedro Mortheiru, founder of the Teatro de Ensayo, a professional company sponsored by the Catholic University in Santiago, Chile. It will be presented at the Center November 10-11 and 14-18.

An outstanding director in Latin America, Mortheiru's tenure at the Theater Center is made possible by the sponsorship of the American Educational Theater Association and a grant from the Rockefeller Foundation. Lysander Kemp has been commissioned to make the translation for the Center's production.

Oscar-winning actor Burl Ives will play the lead in "Joshua Beene and God," scheduled to open on December 12. It is scheduled for a month-long run at the Center. The Center's director, Paul Baker, and Mr. and Mrs. Ives, will co-produce the show later in New York.

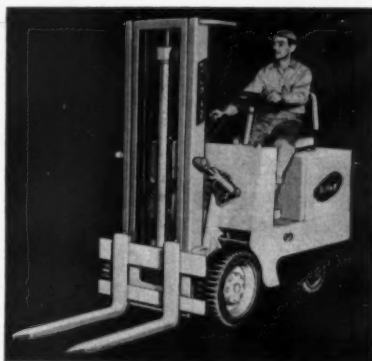
The work is an all-Texan effort. Hal  
(Continued on next page)

Famed radio dramatist-director Norman Corwin directs "Naked to Mine Enemies."



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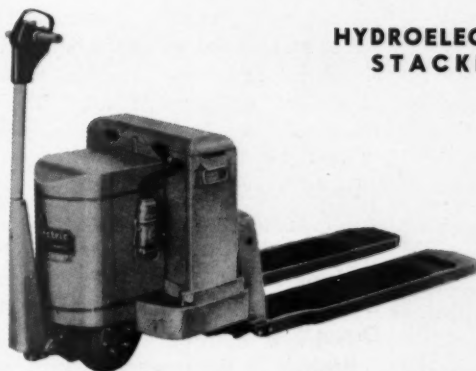
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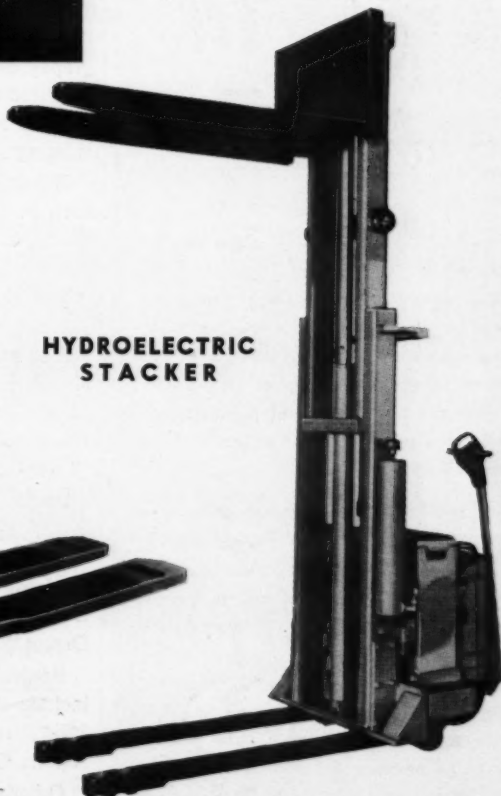
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Lewis is managing editor of the Dallas Times-Herald, and Clifford Sage, now a Dallas public relations consultant, is a former amusements editor of the same paper. Jewel Gibson, author of the book on which the play is based, is a teacher at Sam Houston State College and lives in Fairbanks, Texas.

"The Crossing" was sent to the Dallas Theater Center by Franchot Tone, veteran stage and screen star. He will star in the Center's production — probably in February.

Playwright Fast is the author of several books, including "Spartacus," "Citizen Tom Paine," "Moses, Prince of Egypt," "The Winston Affair" and "The Last Frontier."

"Naked to Mine Enemies" is an adaptation of Charles Ferguson's best seller by the same name. Ferguson, a graduate of Southern Methodist University, is senior editor of "Reader's Digest" and well known as an author and lecturer. Orville Prescott of the New York Times called "Naked to Mine Enemies" the best biography of the year. Famed radio dramatist-director Norman Corwin will direct "Naked to Mine Enemies." A name star is being sought for the Wolsey role.

Baker indicated that playwrights for each of the new shows will probably attend the Dallas openings and in some cases, may work at the Center during the rehearsal stages.

Other plays previously announced that will be presented at the Center during the '61-'62 season include "The Madwoman of Chaillot" by Jean Giraudoux; "Desire Under the Elms" by Eugene O'Neill; and "Tartuffe" by Moliere.

Another "Shakespeare Tonight" program will be presented with a revival of "The Taming of the Shrew" and possible stagings of either "Macbeth," "Julius Caesar" or "A Midsummer Night's Dream."

Revivals in the repertory system will include Peter Ustinov's "Romanoff and Juliet," last season's box office king, and Agatha Christie's "The Mousetrap."

Other plans include a Christmas play by and for children in December and a collection of short operas to be announced later. Other possibilities include "Saint Joan" by George Bernard Shaw; "Life with Father," by Howard Lindsay and Russell Crouse, and another new script now under consideration.

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## Five Airlines Begin New Flights at Love Field

Significant new airline services for Dallas have been started or announced by five of the airlines serving Dallas Love Field.

Delta Airlines has already begun first competitive service to San Francisco, with an 880 jet departing Dallas 8 p.m. and arriving San Francisco 9:10 p.m. Delta has also started commuter 880 jet service to New Orleans, leaving Dallas at 7 a.m. and arriving New Orleans at 8 a.m. The return flight leaves New Orleans at 6:10 p.m., arriving Dallas 7:16 p.m. Delta is also adding additional non-stop jet service to Los Angeles and Orlando, with a flight leaving Dallas at 4:55 p.m., arriving Orlando 7:52 p.m., and a flight leaving Dallas at 2:30 p.m., arriving Los Angeles 3:25 p.m.

Eastern Airlines is adding dual configuration DC-7B service to New Orleans, Tampa and Miami, departing Dallas 4:45 p.m., with the return flight leaving Miami at 8:25 a.m. and arriving Dallas at 1:15 p.m.

American Airlines has added a non-stop 707 jet to Los Angeles, departing Dallas at 9:10 a.m. and arriving Los Angeles 9:45 a.m.

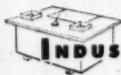
Braniff Airways has added non-stop jet schedules to New York and Chicago. The 707 to New York departs Dallas at 1 p.m., with the return flight leaving New York at 2 p.m. The new Braniff 707 service to Chicago departs Dallas at 6:25 p.m., with the return flight leaving Chicago at 8:30 a.m. Braniff has also added through-plane one-stop Electra service to Corpus Christi, departing Dallas at 6 p.m.

Central Airlines has started non-stop Convair service to Fort Smith, Ark., with flights departing Dallas at 7:25 a.m. and 1:40 p.m. The return flight leaves Fort Smith at 4:50 p.m.



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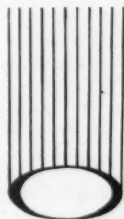
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Head table guests at Committee Luncheon honoring Roger Harris as 44th Life Member. L-R, Pat Henry, Jr., Republic National Bank; Chamber President Avery Mays; Mrs. Harris; Roger Harris, Republic National Bank; Dallas Mayor Earle Cabell; Miss Downton Dallas, Jeanette Bowland, Texas Bank & Trust Company; Chairman Robert B. Cullum; W. J. Roberts, Mercantile National Bank; Roger Garrels, Girard Life Insurance Company; Phil Schepps, Phil Schepps Distributors; Norman Abbott, Wm. J. Burns International Detective Agency; James W. Layne, President of Chamber of Commerce Life Member Club, Garland's Trophies.

## Chamber Adds 45th Life Member

On October 2, Dale Reynolds of the First National Bank in Dallas became the 45th individual in the history of the Dallas Chamber to qualify for Life Membership. Dale is a new Membership Committeeman, being appointed in June of this year. He is the second person from the First National Bank to qualify for this honor. Jack Kutner in 1953 became the second Life Member in the history of the Chamber and in 1954 qualified for his Double Life Membership.

As of October 1 the Committee has sponsored a total of 1857 Chamber memberships lacking 443 of making their goal of 2300. Vice Chairman and Life Member Asher Dreyfus, Jr. (Linz Jewelists) was a most important factor in the September activity in sponsoring 43 memberships of the total of 205.

In the race for the President Avery Mays Trophies, standings of the sections in the first three positions remained the same as the August standings. Section No. 5, Vice Chairman Dawson Sterling, retained the No. 1 Trophy for the fifth consecutive month—453; trophy No. 2 retained for the second month by section No. 8, Vice Chairman Asher Dreyfus, Jr.—288; and in possession of the third place trophy section No. 4, Vice Chairman Dave Locker—248.

Representative of the Committee-At-Large, John J. "Jack" Hospers, Ling-Temco-Vought, retained possession for the third consecutive month of the "Top Wrangler of the Year" trophy that goes to the top individual producer of the CAL group. Life Member Dave Locker re-

tained possession for the ninth consecutive month of the "Top Hand of the Year" trophy with a total of 125, but pushing to close the gap is Life Member Jack Gidcumb with 113 at the end of the month. The individual on the Membership Committee sponsoring the most memberships during the year takes permanent possession of the trophy for 1961.

At the Committee luncheon on October 4 honoring Roger Harris of the Republic National Bank for being the 44th Life Member of the Dallas Chamber of Commerce, Chairman Bob Cullum pointed out that the Committee needed only 440 memberships to reach the 1961 goal and suggested that the Committee must work if it wanted to make this goal by the annual meeting of the Chamber, scheduled for Tuesday, December 5.

## Committeeman of the Month



ASHER DREYFUS

Asher Dreyfus, Jr., secretary of Linz Bros., is the "Committeeman of the Month" having sponsored 43 memberships to the Chamber during the month of September. Mr. Dreyfus is vice chairman of the Membership Committee of the Chamber, heading Section No. 8, which is currently in second place in the race for President Avery Mays Trophy.

Asher became a Life Member of the Chamber in July, 1960, after securing 100 new memberships into this organization in 12 consecutive months. On September 8, 1961, Asher had the honor of becoming the eleventh individual in the history of the Dallas Chamber of Commerce to earn a Double Life Membership, a re-

ward for bringing in a total of more than 200 memberships.

Asher is a member of the management team of Linz, now in the process of planning their 85th Anniversary celebration. His assumption of management responsibilities reflects the attitude of this firm which on one hand cherishes its tradition and heritage and on the other hand is developing a new generation of executives as it plans for future growth and expansion. Asher is director of the Business Gift Division of this firm as well as a hard working student of gemology.

Asher graduated from the University of Oklahoma and has been a resident of Dallas since 1947.



Associate Chairman James C. Henderson, Jr. (New England Mutual Life Insurance Company) explains Chamber program "Dallas Hospitality Corps" to new Chamber members at Committee Luncheon. L-R, Chief Jesse Curry; Mr. Henderson; Bruce Jamieson, Jamieson Film Company; Leo F. Zagunis, Diana Imports & Representations; Don Johnson, Don Johnson Agency; W. C. Ewart, Chrysler Corporation-Airtemp Div.; Reuben K. Lebowitz, City Transportation Company; B. J. Kirby, Kirby's Charcoal Steaks, and J. D. Brewer, Ring & Brewer.

Associate Chairman James C. Henderson, Jr., passes out information on "Dallas Hospitality Corps" program to new members at Committee luncheon. L-R, Roger Robinson, R. H. Robinson Company; G. Stephen Muethe, Sr., Southco Fasteners; Ted Rickenbacker, Partake; Dr. L. G. Manucaso; Bob O'Dell, The Red Carpet Suite; Harry Harper, American Beauty Macaroni Company; Johnny Campagna, Campagna Bros., Real Estate; Ralph Sarli, American Beauty Macaroni Company; Frank Aaron, Dr. Scholl's Foot Comfort Shop; James R. Mitchell, Sampsel-Mitchell, Incorporated, and Gerald Rathheim.

The Board of Directors of the Dallas Chamber of Commerce takes great pleasure in thanking the following veteran members who this month added to their investments in Greater Dallas by substantially increasing their annual Chamber of Commerce dues:

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**The Dallas Cabana**, Stemmons, Continental & Slocum, Jay Sarno, (Asher Dreyfus, Jr.)

**Dallas Osteopathic Hospital**, 5003 Ross, Glen Mann, (Paul White)

**Hal C. Dyer Construction Co.**, Lone Star Gas Bldg., (George Richie)

**Eastern Air Lines, Inc.**, 211 N. Ervay Bldg., George C. Slight (Jack Hospers)

**Jamieson Film Company**, 3825 Bryan, Bruce Jamieson, Hugh V. Jamieson, Hugh V. Jamieson, Jr. (Jack Hospers)

**George Linskie Company**, 2608 Inwood Rd., George A. Linskie, (Gus Bowman)

**National Supply Company**, Tom B. Herndon, P. O. Box 383, (D. D. Locker)

**Texas Terrazzo Co., Inc.**, 1927 Adeline, Dante Biasatti, Gino Biasatti (T. J. Collette, Jr.)

New members of the Dallas Chamber of Commerce:

#### Manufacturing

Frontier Printing Company, 2322 Irving Blvd.; Howard F. Mauldin (Dale Reynolds).

Electro Plastic Corp., 1201 Levee St., Joe Baxt (Dale Reynolds).

#### Oil

George M. Myer, 4531 Bowser Ave. (W. A. Fitzhugh)

(Continued on page 50)



## TOP HANDS...



HERBERT LEE  
Phil Schepps Distributors  
No. 2 Award



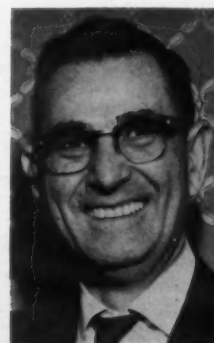
FLOYD MAYSE  
Mayse Industrial Equip. Co.  
No. 3 Award



T. J. COLLETTE, JR.  
Mercantile National Bank  
No. 3 Award



JACK GIDCUMB  
Girard Life Ins. Company  
No. 9 Award

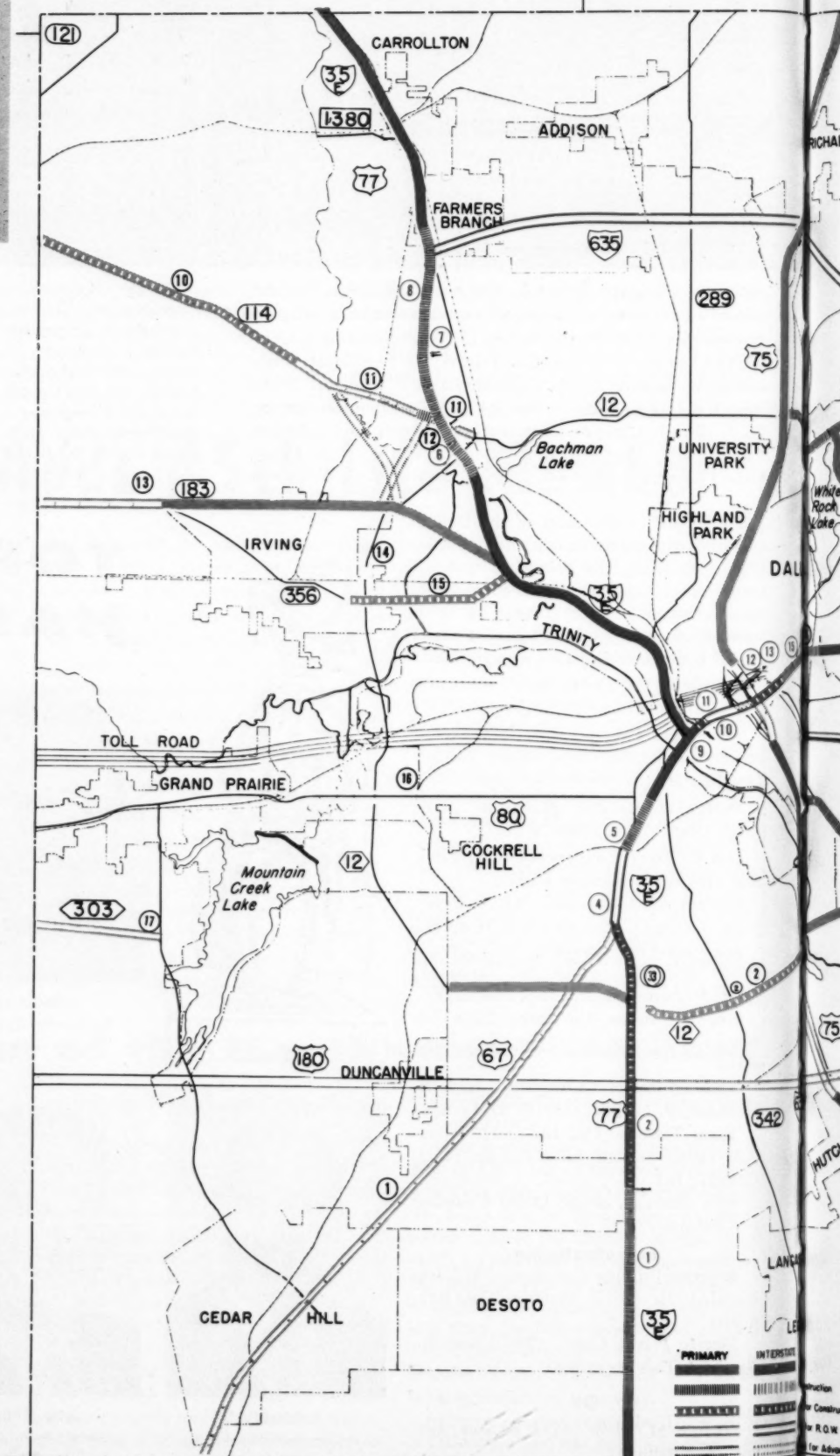


E. STANFORD PARR  
Burns Detective Agency  
No. 4 Award



# Highway Projects Under Way in Dallas County

Active projects of the Texas Highway Department are shown on the accompanying map. The map was prepared by the office of B. L. DeBerry, district engineer for Texas Highway District No. 18. Interstate System projects are shown in color, with Primary System construction in grey. The map presents the status of the projects on October 1, 1961.





## PROGRAM FUNDS ON THE PRIMARY SYSTEM

ITEM NO.	HWY. NO.	LIMITS	LGTH.	PROGRAM FUNDS CONSTRUCTION
1	U.S. 67	Ellis County Line to I. H. 35E	14.3	None
2	Loop 12	From I. H. 35E to Sunnyvale	3.5	\$1,280,000.00
3	U.S. 175	From I. H. 45 to Near Lake June Road	3.1	\$3,400,000.00
4	"	From Near Lake June Road to Loop 12	1.7	\$ 600,000.00
5	"	From Dowdy Ferry Road to East City Limits of Seagoville	10.0	Complete (Frontal Rds. Only)
6	S.H. 352	From Hatcher Street to East of Loop 12	3.6	None
7	S.H. 78	From Winslow to Gaston Avenue	1.5	None
8	"	From Barnes Bridge Road to Northeast Dallas City Limits	1.5	None
9	Loop 12	From Spur 244 to U. S. 75	3.0	\$1,700,000.00
10	S.H. 114	From Tarrant County Line to Charlie O'Conner Road	5.6	\$1,700,000.00
11	"	From Charlie O'Conner Road to Near I. H. 35E		None
12	"	In the Vicinity of I. H. 35E Interchange	0.5	\$ 190,000.00
13	S.H. 183	From Tarrant County Line to Belt Line Road	2.2	None
14	Loop 12	From Shady Grove Road to C.R.I. & P. Railroad	0.9	None
15	S.H. 356	From 6th Street in Irving to I. H. 35E in Dallas	3.7	\$1,000,000.00
16	U.S. 80	From T. & P. Railroad in Grand Prairie to Loop 260 in Dallas	3.6	None
17	SPUR 303	From Tarrant County Line to F. M. 1382	3.9	None

## PROGRAM FUNDS ON THE INTERSTATE SYSTEM

ITEM NO.	HWY. NO.	LIMITS	LGTH.	PROGRAM FUNDS CONSTRUCTION
1	I.H. 35E	1.2 Miles North of Ellis County Line to South City Limits of Dallas	4.3	\$3,000,000.00
2	"	South City Limits of Dallas to Loop 12	3.6	\$4,400,000.00
3	"	Loop 12 to Saner Avenue	1.9	\$2,800,000.00
4	"	Saner Avenue to Clarendon	1.5	None
5	"	Clarendon to Marsalis	1.0	\$1,900,000.00
6	"	Bachman Hines to S. H. 114	1.4	\$3,250,000.00
7	"	S. H. 114 to Southwell Road	1.7	\$2,800,000.00
8	"	From Southwell Rd. to North City Limits	2.2	\$3,100,000.00
9	I.H. 20	From Near Industrial Blvd. to East of Union Terminal	0.3	\$3,700,000.00
10	"	From East of Union Terminal to West of Akard	0.3	\$2,700,000.00
11	"	From West of Akard to Near Harwood	0.5	None
12	"	Near Harwood to Good-Latimer	0.4	None
13 & 14	"	Good-Latimer to Haskell	1.2	\$5,000,000.00
15	"	Haskell Avenue to Grand Avenue	1.5	\$3,100,000.00
16	"	Grand Avenue to Ferguson Road	1.3	\$3,550,000.00
17	I.H. 635	From I. H. 35E North to T. & P. Railroad Near S. H. 352		None

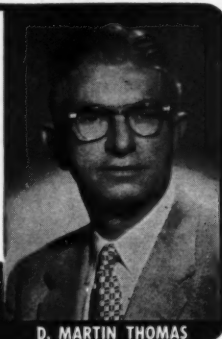
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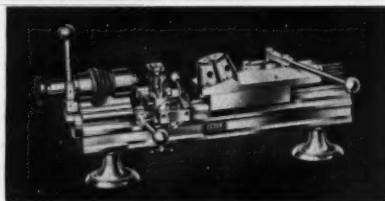


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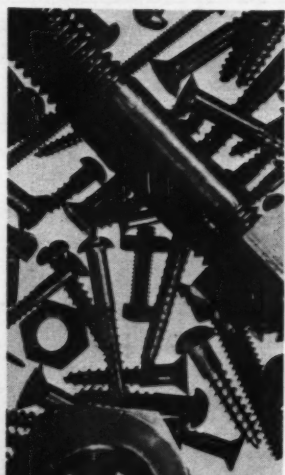
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FORT WORTH CR 5-8221



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## Membership

(continued from page 47)

Vaughn Petroleum, Inc., 1200 Vaughn Bldg.; Jack C. Vaughn (Dale Reynolds and Dawson Sterling).

Claiborne Gasoline Company, 522 First National Bank Bldg.; R. R. Bickel (Dale Reynolds).

## Professional

Browning-Mohrle Graphics, 1510 Natl. Bankers Life Bldg.; Orval Browning (T. J. Collette, Jr.).

Jack Cole Theatrical Agency, 515 Interurban Bldg.; Jack Cole (Karl Lambert).

Thomas E. Stanley, Arch. & Eng., P. O. Box 1554; Tom E. Stanley, Lawrence D. Shite, John L. Boggs, Jr., and Isaac J. Splawn (George Richie and Thomas Finney).

Community Inns of America, Inc., 209 Jefferson Tower Bldg., Suite 209; B. F. Bedford (Harvey Bradshaw).

Mrs. W. Ralph (Bobbie) Merrill, 3520 Rock Creek Drive (George Richie).

Frost-Arnett Co., Inc., 607 Davis Bldg.; B. G. "Bill" Carver (James K. Allen).

Walt Brownfield & Associates, 816 Exchange Bank Bldg.; Walt Brownfield (Jack Gidcumb).

Roland Rouiz Designs, 2215 Young St. (Jack Gidcumb).

## Real Estate

H. G. Abernathy; 3415 Cedar Springs (Roger Harris).

A. D. Toland, Jr., 3010 Blackburn St. (DeWitt Knapp).

Dallas West Shopping Center, P. O. Box 10151; Robert S. Folsom (Dale Reynolds).

Skyline Industrial Village, Mercantile Securities Bldg.; John A. Goodson, Murry Hey and George Cunyus (Thomas Finney).

Great Southwestern Land Co., Inc., 6115 Denton Drive, Suite 130; Edward W. Golubin and Robert N. Golubin (Bill Simpson).

Aubrey Pate, 1805 Mayflower Drive (Richard C. Ingram).

T. P. Roberts Co., 1512 Commerce Bldg.; Mrs. T. P. Roberts (Roger Harris).

W. C. Bell Real Estate, 904 Cade Parkway; W. C. Bell (James Cauthen).

Prather Homes, Inc., 30½ Highland Park Village, Hugh E. Prather, III (Jim McBride).

## Insurance

American Casualty Company, 1325 Corrigan Tower; Raymond A. Stocker (Jack Mynett).

Townley, Dillon & Craig, 4403 North Central Expressway; Artemus W. Townley, Jr. (Dale Reynolds).



## Membership

### Restaurants

Phil's Delicatessen, 401 North Ervay  
(Phillip Johnson)

Chicken King, Inc., 6049 Sherry Lane;  
Walter L. Dodd (Joe Suwal)

### Retail

Economy Cars of Dallas, Inc., 5335  
Lemmon; C. K. Davis and Paul Bass  
(Roger Harris)

Haydon Calhoun Galleries, Inc., 2528  
Fairmount; Haydon Calhoun (George  
Richie)

Dalco Chemical Co., 3108 Ross Ave.;  
Wilburn Encke (R. T. Lafferty)

Hallmark Glass & Mirror Co., 4750  
Gretna; Herb Hallmark (George Richie)

Bob Greene & Co., 6115 Denton Drive,  
Rm. 218; Bob Greene (James W. Layne)

Jack May Motor Co., 704 W. Jeffer-  
son; Jack May (Pat Chandler)

Airways Liquors, 3122 W. Mocking-  
bird; Charles Vivello (Herbert Lee)

Dallas Exclusive Tailors, Inc., 1716  
National Bankers Life Bldg.; Martin Leff  
(Asher Dreyfus, Jr.)

Central Business Machines & Supplies  
Corp., 110 Thomas Bldg.; S. S. Said  
(James Cauthen)

Hamblen Tire Co., Inc., 3113 Ross  
Avenue; J. E. Hamblen (Harvey Brad-  
shaw).

Preston Central Hearing Service, 6138  
Berkshire Lane; Marion A. Kee (Jim Mc-  
Bride).

Rite-Price Cut Rate Drug & Liquor,  
1824 Hall; Frank Interrante (Herbert  
Lee).

Underwood-Olivetti Corp., 1310 No.  
Industrial; P. J. Wagner (Asher Dreyfus,  
Jr. and Jack Mynett).

Alice Lon-Dallas, Inc., Southland Cen-  
ter — Concourse (George Richie).

Elm Street Liquor Store, 2901 Elm; J.  
M. Lowman (Herbert Lee).

### Service

Commerce Clearing House, Inc., 1139  
Republic Bank Bldg.; J. R. MacKenna  
(Barney Rathheim).

I. A. Haley, 237 National Bldg. (Jack  
Gidcumb).

Preston-Royal-One Hour Martinizing,  
10723 Preston Rd.; Felix Parker (Asher  
Dreyfus, Jr.)

Graduate Research Center of the  
(continued on next page)

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## Membership

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Market Training Institute, 2425 Live Oak; C. E. Allen (Herbert Lee).

Spaeth Machine Shop, 3101 Gaston Avenue; Wm. P. Spaeth (Bill Conklin).

Building Maintenance Service, 5131 Ivy Lane; James Brann (Jack Gidcumb)

Cedar Canyon Catering Club, Route 1, Box 777 (Gail Risch)

Margaret Carroll Beauty Salon, 4115 Loma Alto Drive; Margaret Carroll (W. W. "Bill" Flatt)

Hacienda Champagne Tours, 1108 Vaughn Bldg.; Nate J. Swindler (John J. Hoppers and Dale Simpson)

Longhorn Airmotive, 4831 South Hampton-Redbird Airport; W. C. Fain (James Cauthen)

United Motors Serv., Div. of Gen. Motors, 6303 Cedar Springs; G. G. Hein, W. H. Willkomm and V. E. Wilcox (John J. Hoppers)

Western Delivery Service, 7604 Sovereign Row; Bill Hodges (Bruce Hedrick).

Peggy's Composing Service, 512 Lacy Bldg.; Peggy Greer (Jack Gidcumb)

## Transfer & Storage

Motor Freight Sales Company, 2410 Farrington St.; Tom Gentle (Gus Bowman).

Texas Aggregate Transport, Inc., P. O. Box 72, Irving; E. B. Archer and W. W. Somerville (Tom Owens).

Bradford Transfer & Storage Co., 1423 Turtle Creek Blvd. — Industrial Addition; B. R. Bradford (James Cauthen)

Mexicana Airlines, 1903 Commerce; H. Max Healey, Alexis Rovzar and Jose A. Patino (Richard Ingram)

Seatrains Lines, Inc., Kirby Bldg.; Stanley A. Greig (Carl Lambertz)

Sullivan Transfer Co., 1418 St. Louis; J. C. Sullivan (Bruce Hedrick)

East Grand Transfer & Storage Co., 1100 South Fitzhugh; Jack E. Neal (Col. Frank Holmes)

Stone Forwarding Co., 807 Cotton Exchange Bldg.; Robert L. Campbell, Jr. (Paul White)

## Wholesalers & Distributors

R. Howard Chamness Company, 8901 Sovereign Row; R. Howard Chamness (Dale Reynolds).

Buckner Brick Co., Inc., 323 South Buckner; Joe Tucker (Jack Gidcumb).

Autolene Lubricants Company, 3446 Timbervue Road; H. Wayne Bennett (Tom Owens).

Goodyear Tire and Rubber Co., 7301 Ambassador Row; (John J. Hoppers).

United States Coffee & Tea Co., Inc., P. O. Box 10771; Paul Rothermel (Bill Conklin).

Prudential Currency Exchange Co. of Texas, 2716 W. Mockingbird; Jay A. Meitzler (Dale Reynolds).

Anadair, Inc., 3203 Pennsylvania; M. P. Christiansen (Jack Gidcumb).

Self-Serv Fixture Co., Inc., 1215 Slo-cum; Ralph L. Shanks (Dale Reynolds).

American Produce & Vegetable Co., 1120 South Central Expressway; Carl LaBarba (Jack Gidcumb)

Peter Kaufman, 8636 Rolling Rock Lane (Wm. W. "Bill" Flatt)

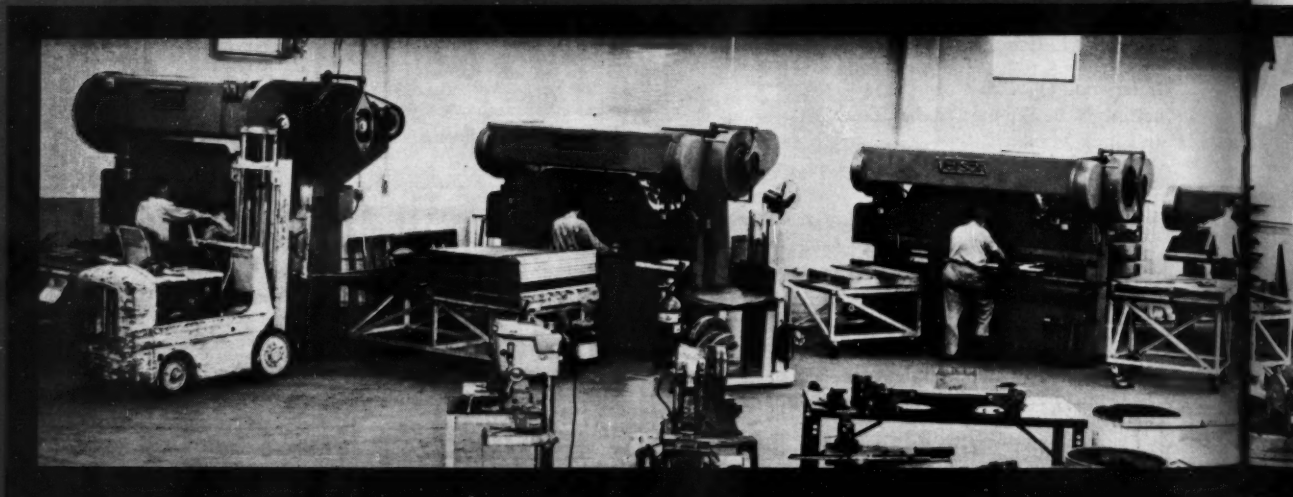
Sutherland Lumber Co., 8275 South Central Exp.; Pete Johnson (Fred Brady)

Campbell Chain Co., 2281 Vantage; David A. Ruffin, Jr. (Bob Greenwald)

Gene's Imports, 4521 Ross; Harold T. Strasburg (Jack Mynett)

Diana Imports & Representatives, P. O. Box 18281, White Rock Station; Leo F. Zagunis (George Richie)

# ELECTRO STAYS AT HOME TO EQUIP



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					Tractors	Trailers	Trucks
Mercury Freight Lines, Inc.	Mobile, Ala.	Ala., Fla., Tex.		Ala.	65	124	40

\*Please clip this addition and paste to list carried on Page 23 — September Issue — DALLAS Magazine.

### SMU Sustentation (continued from page 37)

Dallas Power & Light Co., will lead 500 Dallas businessmen in the fund drive for SMU.

And Sustentation this year will follow the time-honored themes of "Dallas Sustains SMU — SMU Sustains Dallas" and "SMU Needs You."

Important new programs and emphases that distinguish the university's effort in this time of "coming of age" include SMU's Graduate Research Center, with the new Science Information Center, Univac Computing Center, and other prime research and instructional facilities in science and engineering; the doctoral program in Economics, which will see SMU's first Ph. D.'s graduate in June, and other projected doctoral courses in science, engineering, and the humanities; the Graduate Council of the Humanities, launched last spring; the major project to bring superior programs and facilities in the fine arts to the Hilltop; and the strengthening of undergraduate, graduate, and professional programs in all of SMU's seven schools.

At the same time, SMU carries on one of the nation's foremost adult education programs through its downtown Dallas College, a correspondence division, and a variety of community

services that offer advanced professional training for Dallas citizens of many professions from banking to insurance to journalism to management to law and law enforcement to the ministry, to name just several. The university also remains a cultural influence in the life of the city with such programs as the Community Course, Dallas' oldest cultural series, and this year its McFarlin Auditorium becomes the permanent home of the Dallas Symphony.

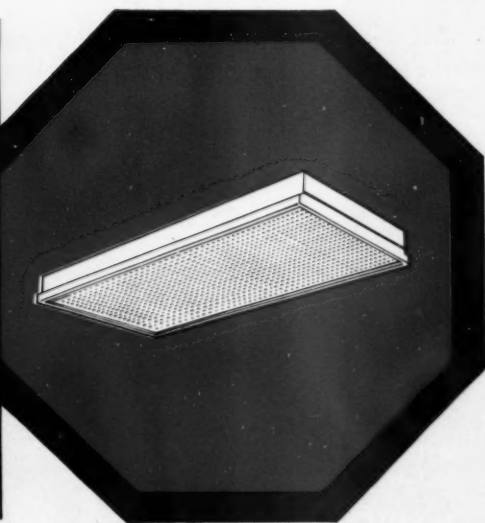
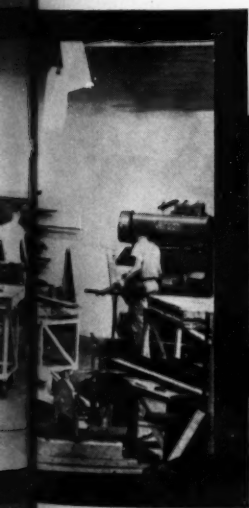
All this is in addition to the \$25 million a year which the presence of Southern Methodist University adds to the economy of Dallas.

Presently SMU serves about 6000 on-campus students, and touches a total of 9800 students. SMU students still come in large part from Dallas and the surrounding area; they also come from all over Texas and from every other state and an average of 40 foreign countries.

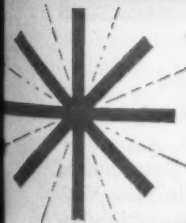
The '61-'62 Sustentation leadership, with Mr. Tatum as general chairman, is composed of the following chairmen:

Lawrence S. Pollock, Division I; Gordon Cullum, Frank Heller, Division II; George Young, Curtis Horn, Division III; George Dahl, Division IV; Robert C. Dunlap, Jr., Division V; and Harry Crutcher, Division VI (Alumni).

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## NEWS SPOTLIGHT



DR. KEITH BAKER

### Dr. Baker Named to University Relations Post

Southern Methodist University has appointed Dr. Keith Baker as vice president for university relations.

In his new post, Dr. Baker will be responsible for the university's general program of public relations and development, and its relationship with the alumni and the various publics with which a university is concerned.

A native of Springfield, Missouri, Dr. Baker holds B.A. and B.S. degrees from Southwestern Missouri State College and M.A. and Ph.D. degrees from Yale University. As a high school, college and university teacher, his fields of specialization were English and education.



HENRY P. KUCERA

### Kucera Named Head Of National Group

City Attorney Henry P. Kucera received the nation's highest honor among city legal officers recently in New York with his election as president of the Na-

## News Spotlight

tional Institute of Municipal Law Officers.

The veteran Dallas city attorney was chosen by lawyers from 1,450 cities and towns in 50 states.

Mr. Kucera became assistant city attorney in 1925 and was appointed to his present position in 1935. He is a graduate of the University of Texas law school and served in both World Wars.

Now in his 37th year of Dallas service, Mr. Kucera heads a staff of 17 attorneys in conducting the city legal affairs.

★

## Titche's Expands Into Suburban Stores

Suburban stores were opened in three locations this month as the Titche's department stores began a giant expansion program.

Long a popular family store in downtown Dallas, Titche's took the first step in its recently announced long range expansion program to make merchandise and service available to Dallas' suburban shoppers by opening the doors on October 4 to its first outlying store in the Preston Forest Shopping Center.

This celebration was followed the next week with openings of stores in Wynnewood and Lochwood Shopping Centers. These two stores were acquired by Titche's in July with the purchase of The Fair Stores of Dallas and Fort Worth. More than just name changes of the Wynnewood and Lochwood stores, the shopping facilities in these two locations underwent sweeping improvements in both design and merchandise. Besides the obvious changes of remodeled interiors, several new departments were added, others expanded, additional brand names added and credit services were extended to permit any Titche's customer to use his account in all four stores.

★

**Roesch Receives Key Award.** At its 42nd Annual Convention in Denver, the American Society of Association Executives conferred the "Key Award" on C. J. Max Roesch, executive secretary, Texas Pharmaceutical Association, as the most outstanding state association executive in the United States.

The award to Mr. Roesch was "for exemplary qualities of executive leadership, for outstanding accomplishments and dedication to competitive free enterprise and for effective, voluntary state association activities which uphold the highest ideals of good citizenship."

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Lucas Machine Company  
The Minster Machine Company  
W. H. Nichols Company  
Pacific Industrial Manufacturing Co.  
Reed Engineering Company  
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Housewares Distributing Co.

Pat Johnson Manufacturing Co.

Long Mile Rubber Corp.

Paddock of Texas, Inc.



**TEXAS  
TRUCKING CO.**

A. J. "Jack" Goodwin — J. F. "Tex" Smith

621 Fabrication Street

Dallas

Phone RI 8-5274



## Logistics for Industry

Continued from page 29

Dallas offices were opened in 1951. The fundamental purpose of this company is consulting engineering work, primarily providing service to those press industries which produce, finish and fabricate the basic materials of industry.

The scope of the company's activities include original development and cost estimation of specialized items of mechanical equipment, industrial and public works projects, production analysis, surveys, reports, complete engineering design and specification and full supervision of field construction.

Trinity Brass & Copper Company makes industrial castings and some three to five thousand meter keys and plungers each month. This firm, which is headed by A. E. Soutter and has been in business in Dallas since 1923, also works with architects and general contractors on building construction. Offices, fabricating shops and warehouse are located at 3125 Ross Avenue, and a non-ferrous foundry is in West Dallas. Their operations extend into Texas, Oklahoma and Louisiana.

Dallas' expanding position as a steel distribution center is reflected in the operations of Schill Steel Company. This firm came into Dallas in 1956 and doubled its capacity in mid-1959. The firm, formerly known as Peery Steel Company, handles stocks ranging from structural shapes to the most complex alloys. The firm carries large stocks of tubing, tool steels, stainless steels and aluminum.

Schill Steel Company was founded in Houston 30 years ago by A. J. Schill. In addition to Dallas and Houston, it has warehouses in Odessa and Tulsa. An independent steel distributor, the Schill Steel Service organization is one of the largest of its kind in the Southwest.

New Process Steel & Supply Corporation and Mid-West Materials, located at 726 Regal Row, are important Dallas metal supply sources. With Midwest Steel Corporation, this firm serves Dallas, Houston and Fort Worth.

Machine Tool Associates was formed six years ago and is a distributor for leading machine tool lines. This firm serves leading metal working and fabricating plants in the Dallas area.

Industrial Towel & Uniform Company is another specialized Dallas organization serving industry. This firm provides uniform and towel service and specializes in acid resistant and technical protective clothing that keeps up industrial morale. This firm was founded in Dallas in 1906, and its staff numbers about 275.



## CLUBS and ASSOCIATIONS



RANDALL L. DAVIS

### Davis Elected By Hotel Group

Randall L. Davis, general manager of the Sheraton-Dallas Hotel, was elected president of the American Hotel Association at its recent annual convention at the Shoreham Hotel, Washington.

Mr. Davis has been in the hotel business in Dallas since 1947, except for a short period in 1957 when he served as manager of the Sheraton Jefferson in St. Louis. He returned to Dallas late in 1957 to prepare for the opening of the Sheraton-Dallas. A veteran of 31 years of hotel experience, Mr. Davis was general manager of the Hotel Adolphus for ten years before joining the Sheraton Corporation.

★

**Women in Construction Name Mrs. Ingram.** Mrs. Nellye C. Ingram has been elected president of the Dallas Chapter of Women in Construction.

Mrs. Ingram is employed by Kornblee Company, Inc., roofing contractors, and has been associated with the construction industry the past thirteen years.

Other officers include Miss Ina Reeves, first vice president; Mrs. Pearl Werry, second vice president; Mrs. Corine Cole, treasurer; Mrs. Vina Carroll, recording secretary, and Mrs. LaVon Nelson, corresponding secretary.

Mrs. Frances R. Crabtree of Dallas has been named secretary of the National Association of Women in Construction.

Mrs. Crabtree, who is a past president of the local chapter, also will serve as a member of the National Organization and Extension Committee. She is the editor and publisher of the W.I.C. Handbook, a manual designed for use by chapter presidents.



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says MRS. PAT PLACKARD, executive vice president of Metro Associates, Inc., Dallas, and manager of three of the Southwest's largest private employment agencies.



Harvey Ewing, president of J. R. Gray Co., Beechcraft distributor, Dallas, is shown presenting Mrs. Plackard with an engraved wall plaque awarded to students who solo in a Beechcraft airplane. H. A. "Rusty" Lambert, center, veteran instructor at Gray's flying school will tell you, "She

learned with ease, and now takes off and lands the beautiful Beechcraft Debonair like an old pro."

Mrs. Plackard, typical of the growing ranks of women who have found Beechcrafts easy to fly says further, "It's a practical and relaxing diversion from business pressure. Besides, my husband, Dwight, has been flying for years and we enjoy doing things together."



The "easy-to-fly" Beechcraft Debonair Mrs. Plackard Soloed.

For information concerning Beechcraft sales, service and flight training contact J. R. Gray Co., Love Field, Dallas; Fleetwood 7-2119.

## Clubs and Associations



### Crawford to Head International Group.

James R. Crawford, secretary-manager of the Downtown Dallas Committee of the Dallas Chamber of Commerce and manager of the Dallas Retail Merchants Association, a division of the Chamber, has been elected president of the International Downtown Executives Association.

The group, which was formed in 1954, has members in about 85 major cities in the United States and in Canada, New Zealand and Australia.

★

### Baker Receives National Post.

C. L. Baker, Jr. of Dallas was elected Secretary of National Truck Lease System at the seventh annual meeting in Chicago. Baker, vice president of Hunsaker Truck Lease, Inc. of Dallas, was also elected to the board of directors of the national system.

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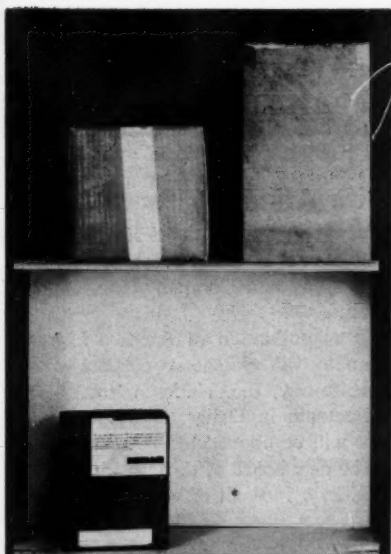


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1914 Forest      3601 Kimbo  
HA 1-4144      TE 1-1278

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## Clubs and Associations



### McCormick Heads Insurance Agents.

George E. McCormick, partner in the George W. McCormick Insurance Agency, has been elected president of the Dallas Association of Insurance Agents.

Mr. McCormick is a graduate of Texas A & M College and has served as vice president of the association for the past year.

Elected vice president for the coming year was Frank Caldwell, partner in the firm of Seay & Hail, insurance agency. Lon Mohundro was re-elected executive secretary-treasurer.

\*

### Personnel Association Elects Spaller.

William C. Spaller of Texas Instruments has been named president of the Dallas Personnel Association for 1961-62.

Mr. Spaller, who is personnel director for the Components Division at Texas Instruments, formerly served as program chairman for the Association.

Other officers elected include Robert F. Greenwald, assistant to the director, Goodwill Industries, first vice president; A. F. St. Peter, manager of industrial relations, Delhi-Taylor Oil Corporation, second vice president; John S. McRae, personnel director, Gulf Insurance Company, third vice president; Fred A. Ruth, personnel director, Morton Foods, fourth vice president, and Mrs. Helena K. Robb, secretary-treasurer.

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## NEW and EXPANDING BUSINESS

### Frito Merges With Atlanta Firm

Stockholders of the Frito Company have approved plans for a merger with H. W. Lay and Company, Inc., Atlanta, Georgia.

In consolidation of the two firms the company will change its corporate name to Frito-Lay, Inc. National headquarters will remain in Dallas. Estimated annual sales will be about \$135,000,000.

The new board of thirteen directors for Frito-Lay, Inc., all of whom were on the boards of either Frito or Lay prior to the consolidation, include John D. Williamson, Herman W. Lay, Fladger F. Tannery, R. V. Dancey, William B. Oliver, Chas. E. Beard, C. B. Peterson, Jr., Jack Johannes, Fred W. Catterall, Jr., M. E. Kilpatrick, H. H. Rousseau, George Williamson and Lawrence Willet.

In board action September 25, directors declared a 12½¢ dividend payable October 31 to shareholders of record October 13 and elected the following officers: John D. Williamson, chairman of the board and chief executive officer; Herman W. Lay, president; Fladger F. Tannery, executive vice president and general manager; R. V. Dancey, senior vice president; William B. Oliver, senior vice president for operations; Arch C. West, vice president for marketing, and George Williamson, administrative vice president.

Other officers elected were Jack Johannes, vice president and general counsel; John R. McCarty, vice president for advertising; William E. Freeman, vice president for manufacturing; W. Lamar Lovvorn, secretary and controller; Emil Jurica, treasurer; B. D. Prowell, assistant controller; Harold L. Lilley, vice president-operations, Southeastern zone, and Ernestine Putnam, assistant secretary.

★

► Pioneer Hydrotex Industries has purchased the A. T. Walraven Book Cover Company of Dallas and its affiliated company, A. T. Walraven Book Cover Company, Limited, with offices in Toronto, Canada. Founded in 1919, the Walraven Companies produce and supply book covers for text books in both public and private schools. C. W. Buffington will continue as president of Walraven and its affiliated companies, and J. Neill Kinard will continue as sales manager. Robert J. Smith is president of Pioneer Hydrotex Industries.

## New and Expanding Business—

► Chance Vought Corporation, Dallas, has been awarded a \$58,000,000 contract for continued production of the F8U-2NE all-weather Crusader fighter. The contract is for the newest version of the Crusader and extends production of the Mach 2 Navy fighter, built by the aerospace subsidiary of Ling-Temco-Vought, through 1963. The F8U-2NE is the seventh model in the Crusader series of aircraft which today are serving as first line Navy fighters aboard carriers in the world's trouble spots.

★

► Central Mutual Insurance Company has a new office home for its southwestern branch under construction at 8130 Carpenter Freeway in Dallas' Empire Central. The new structure comprises the second unit of the building occupied by A. Earl Cullum, Jr. & Associates, Consulting Radio Engineers, and the Shell Oil Company's Dallas district offices. The first unit of the 20,000-square-foot building, owned by the Cullum firm, was completed two years ago. J. D. Carter is Dallas resident secretary for Central Mutual.

★

► Geophysical Service Incorporated's Gravity Department will move from Houston to Dallas and occupy offices at 7218 Harry Hines Boulevard. Dr. Richard A. Geyer is manager of gravity operations for Geophysical Service. He will continue in this position at the new Dallas location.

★

► A Red Carpet Suite has been opened in the Braniff Airways Building, Exchange Park by John Reeder, Phoenix, Arizona, businessman. The Red Carpet Suite serves business and professional men not requiring a full-time office staff, providing office space and all the facilities needed for their various operations. Other Red Carpet Suites are located in Phoenix and Tucson, Arizona; Albuquerque, New Mexico, and Oakland, California.

# Acme

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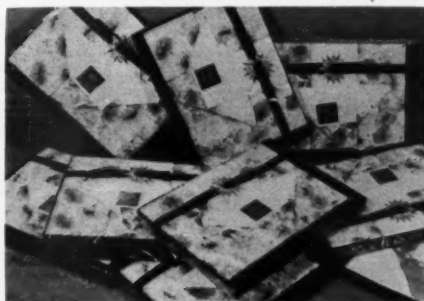
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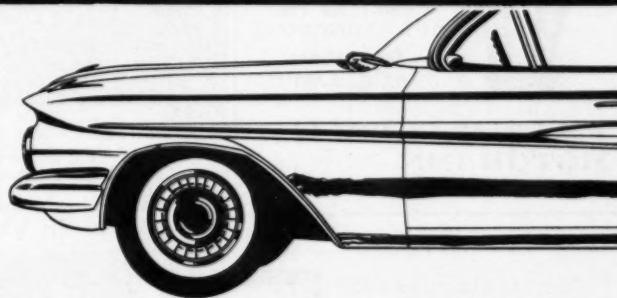


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## New and Expanding Business

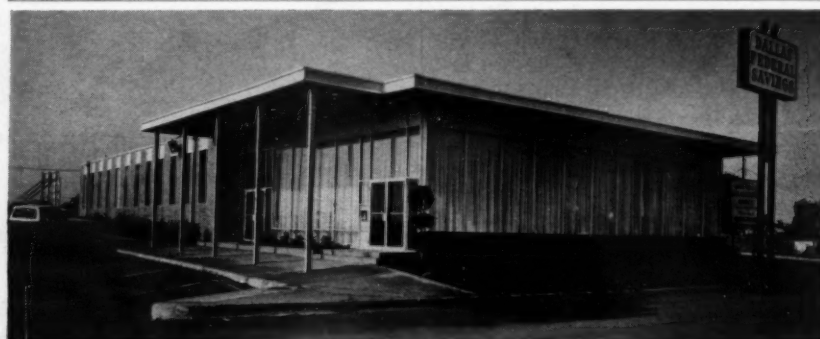


► Electro Lighting Southern Inc., 9009 Directors Row in the Brook Hollow Industrial District, has recently acquired an additional plant at 8700 Ambassador Row which will almost double their manufacturing area.

The company, less than two years old, manufactures fluorescent lighting fixtures. Starting out in January 1960 with 25,000 square feet, Electro expanded after three months by building an 18,750-square-foot

addition to the original building. In August '61 the firm acquired the 40,000-square-foot facilities of Lighting Dynamics Inc. at the Ambassador Row location.

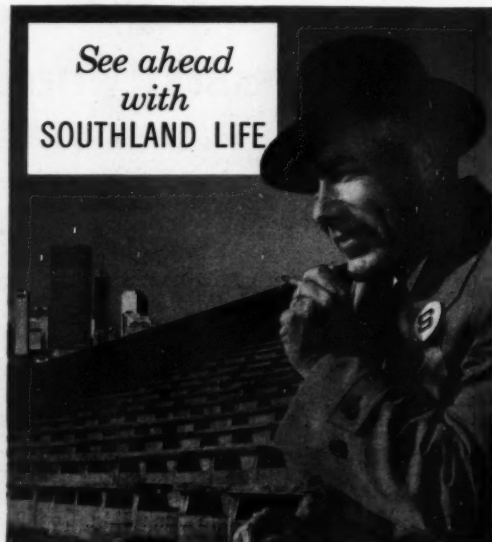
Electro is a wholly-owned subsidiary of Electro Consolidated Corp., Reading, Pennsylvania. Toby Traweck is vice president and general manager of the Dallas plant, which employs 65 persons.



Dallas Federal Savings and Loan Association is now situated in a new building in Valwood Village in Farmers Branch. Features of the new structure include a community service room for use by clubs and civic organizations in the area, a drive-in window and a night depository. Weldon H. Fox is assistant vice president and manager of the Valwood office, which was opened in January of this year.

"What a game... I sort of hate to see Bud graduate. But, he's off to college next fall... be swell if he makes the team there. Hm-m-m, read the other day that a college graduate earns \$250,000 more than a high school graduate during his life. I'm glad John Anders told me about that Southland Life Insurance Company educational policy when Bud was a baby. Now, the money for Bud's college education is ready and waiting."

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### New and Expanding Business—

▶ Delta Air Lines has opened its third city ticket office in Dallas in the Statler Hilton Hotel. Office hours are from 8:30 a.m. to 5:30 p.m. daily except Saturday and Sunday. Delta has added a morning non-stop jet flight to Los Angeles for Love Field passengers and inaugurated San Francisco service.

★

▶ John K. Paden, electronic data processing consultant, has established a new firm to assist businesses in planning and programming EDP systems to obtain maximum performance. The company offices are at 2624 Shelby Drive. Before forming his own firm, Mr. Paden was data processing sales representative for International Business Machines Corporation.

★

▶ Planned Futures, Incorporated, a new Dallas-owned firm with Art Levy as president, has opened in the Dallas Federal Savings Building. Planned Futures offers three basic personnel services—employment, psychological testing, and consulting in the fields of personnel administration, training, and wage and salary administration. Professional staff members in addition to Mr. Levy include Dr. Robert E. Stoltz, consulting psychologist, Gordon Hines, and Miss Doris Bond, division managers.

★

▶ The Permutit Company, a division of Pfaunder Permutit, Inc., manufacturers of water and waste treatment equipment and materials, has established a new industrial sales office at 3603 Lemmon Avenue, Dallas, under the direction of Austin F. McCormack. Mr. McCormack, a mechanical engineering graduate of Stevens Institute of Technology, has had extensive experience in water conditioning sales for Permutit from 1946 until 1959 and again recently when he rejoined the company to begin operations in the Dallas territory.

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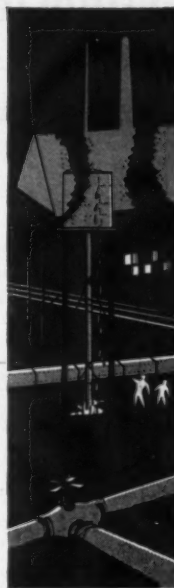
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## New and Expanding Business—

► An ultra-modern airplane meal kitchen which will serve all of American Airlines' flights at Dallas Love Field opened October 7. The 20,000-square-foot kitchen building will be operated by Sky Chefs, Inc., a subsidiary of American Airlines. The new kitchen will initially produce some 1,300 hot meals per day, and will have a maximum capacity much higher than that. Some 120 employees are expected to be required for the new operation.

★

► DeWitt Weaver Oil Company, Inc. of Mobile, Alabama, has purchased Screw Products Corporation of Dallas, a firm representing and distributing fastening devices for all types of manufactured products. The \$270,000 purchase is the oil company's first step in its long-range plan for diversification. Five Dallas men, plus Mr. Weaver, will serve on the new board of directors. They are Robert A. Hall, R. E. Erickson, James T. West, J. M. Harris and S. A. Paine. Mr. Harris will remain as president of Screw Products, Mr. Paine, secretary-treasurer, and Warren L. Sisk, vice president.

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THE GREAT SOUTHWEST



# Women in BUSINESS

By Larry Grove



Jean Holland

A quietly efficient and self-effacing Dallas secretary marvels at the way her 200 bosses have made a home for 50 of her young friends.

Jean Holland's young friends are the 50 youngsters at the Salesmanship Club of Dallas Boys Camp at Hawkins. Her "bosses" are the 200 regular professional men whose work with the Salesmanship Club is exclusively for the maintenance and support of the Camp.

So Miss Holland's job—as the single full-time office force of the club in Dallas—touches many fields.

Her work includes the regular book-keeping of the club—its expenses in providing a full-time home for boys charged to the camp and its income from various club promotions. There are the inevitable preparations for meetings and details of a hundred kinds to attend to. And there is work on those club promotions—from Golden Gloves tournaments to professional football games and sponsorship of Texas Cup golf matches which bring in revenue for the boys camp.

"It's the men in the club who work hard; they're the salesmen, the *heroes*, if the story of the boys camp has to have a hero. Certainly it isn't me.

"I'm probably the only secretary in Dallas who doesn't know shorthand," she declares.

"And when I type, I hit mostly between the keys."

Except for a sale back in 1945, Miss Holland might still be in the magazine business.

Holland's Magazine had been a regional magazine of distinction for many years; it came into being when Miss Holland's grandfather added it, in 1904, as a periodical companion of the already going Texas Farm and Ranch magazine which had been running since 1883.

"I grew up in a family that was devoted to the magazine and I thought of very little else when I was a child. I often traveled with my uncle (the late Col. Frank P. Holland) when he'd make trips all over Texas and throughout the South. But mostly, my job was keeping the books.

"Oh, sure, I was disappointed when the family sold the magazines. But Uncle Frank had been sure that the day of the regional magazine was coming to an end. Another might go very well today, but right after the war it didn't seem likely."

The blue-eyed lady who is the working girl of the city's busy "working" Salesmanship Club is a Dallas native, a graduate of Highland Park High School, and one who began career work early.

She took her first professional job as a knitting instructor for Titcher's after learning the tricky business in the store's special classes. And she tried her hand at the insurance business and found that it wasn't her cup of tea.

She never married and she seemed frank enough in explaining the reason: "Nobody asked me." But she relishes watching her niece grow up. The niece ("My sister's daughter") attends Sweetbriar, in Virginia.

Miss Holland's association with the Salesmanship Club totals almost 10 years. And during this time she has developed an intense loyalty to the club's projects and to its members.

"There are social aspects of the club—but not enough to entice a man into the organization who isn't willing to work very hard for the boys camp," she says.

Besides maintaining the Salesmanship Club Boys Camp on an arrangement whereby the United Fund shares the load with them, the 200 members arrange an annual Christmas party for the youth and sometimes fete 100 boys, including former residents of the camp. And a half-dozen boys are attending college on scholarships provided through the club.

Quite naturally, Miss Holland can feel a pride—as all its members can—in the success of the Salesmanship Club's project. She is quite willing, and anxious, that credit go to the men in the club, to the staff at Hawkins, and to case worker Mrs. Willeta Nielsen.

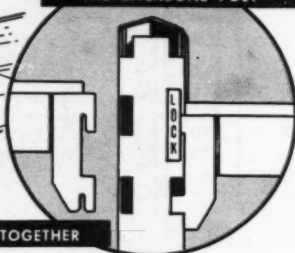
Like so many other successful and important Women in Business, Miss Holland is quite content in being part of a winning team.



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1961

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DALLAS, TEXAS

## Library Makes Impressive Growth

An impressive five-year report has been prepared by the Friends of the Dallas Public Library relating the 1955-1960 growth of the Library. This growth had its beginning in 1950 with the formation of the Friends of the Dallas Public Library, but it was in the five years following 1955 that the ambitious program began to get underway.

One of the first acts of the Friends was to commission a survey, completed in 1952 by nationally known library authorities, to make recommendations for a new building. This survey formed the basis for a bond issue which provided funds for the new Central Building. In 1954, while the Library occupied temporary quarters during construction of the new building, still another survey was financed by the Friends. This sought to evaluate the book collection, and it recommended a vigorous acquisitions program to bring library resources up to the standards demanded by Dallas citizens.

On Jan. 3, 1955, James D. Meeks was appointed library director. Building plans pushed ahead, departmental organization charts became active service units, and materials began to flow into the Library in ever-increasing quantity. In one year, the Dallas Public Library gained a new director, a new central building, subject departmentalization and 61 new staff members. The program to attain for Dallas the library it required was underway.

With the completion of the new Central Building, an effective branch system became the next goal. During the five-year period, five new sites were purchased and construction was begun for the Pleasant

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Grove and Walnut Hill branches. The Jefferson, Lakewood and Sanger Branches were renovated and Oak Lawn Branch was moved into larger quarters. Dunbar Branch was moved into a new building to become West Branch.

A survey, financed by the Friends, outlined a master plan of expansion whereby Dallas would have 14 branch libraries by 1970. This program is now underway.

During the five years from 1955 to 1960 the size of the Dallas Public Library staff increased from 137 to 221.

Developing an adequate book collection was essential. The beautiful Central Building opened with an estimated 180,000 books on shelves designed to hold 800,000. Obsolescence and poor physical condition further reduced the number of serviceable volumes.

By 1960, the Dallas Library was spending annually \$1.97 per Dallas citizen for library service, more than any other major city in the South or Southwest. The money came from many sources. The tax of 2½¢ and the City General Fund provided most of it, but gifts, endowments and the Friends added thousands of dollars. Gift books totaled 62,009 volumes during the five years.

An indication of the growing importance of the Library in the community is the fact that in 1955, only 726,496 volumes were used, compared with 1,768,421 in 1960. Improved methods which brought automation to the Library helped make this possible. Many other Library services of high quality evolved between 1955 and 1960 to provide Dallas with a wide range of books, magazines, pamphlets, films, recordings, scores, framed pictures, maps and government documents.

While the Friends of the Dallas Library take great pride in the accomplishments outlined in their report, they look forward with vitality and vigor to the years ahead.

**"71 Years in Dallas"**

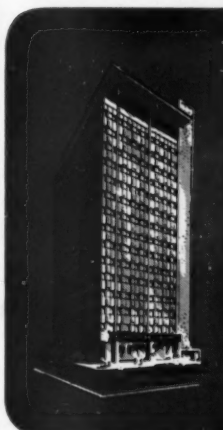
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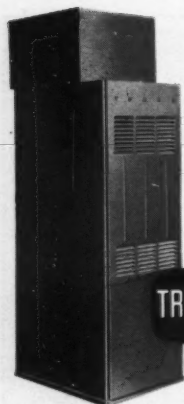
Everything your meeting will require is ready when you arrive . . . special seating arrangements, ice, water, pencils, pads, microphones, blackboard and easels . . . even complimentary courtesy car service. For after hours entertainment; the private club or dinner and dancing in the candlelite Mayfair Room. For overnight events we have 200 rooms, a sparkling pool and entertainment nightly.

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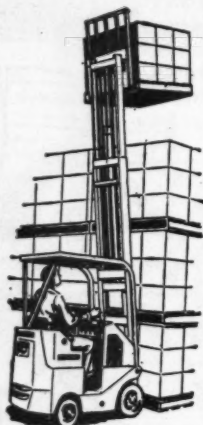
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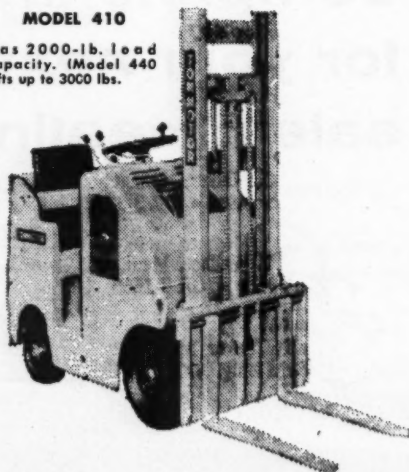
Small but mighty, these "low profile" Van-Stack units are so ingeniously designed they also stack materials as high as 13' . . . even higher with special masts.

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## ARTS AND MUSIC

**Calhoun Galleries Plan Art Shows.** Haydon Calhoun Galleries have announced two art shows for November and December.

The first exhibit, November 5th-26th, will be a one-man show of collages and watercolors by Bror Utter of Fort Worth. Mr. Utter's work has been exhibited at the Metropolitan Museum and the Whitney Museum of American Art in New York City and in numerous other outstanding museums and galleries.

December 3rd-24th, Harold Altman of New York City will have his first one-man show in the Southwest of drawings, etchings, and paintings. Mr. Altman's works have been shown in one-man exhibitions at the Galerie Huit in Paris, the Art Institute of Chicago, the San Francisco Museum of Art, and the Escuela Nacional de Artes Plasticas in Mexico City.

★

**Life Photographer's Works on Display.** "Alfred Eisenstaedt: Witness To His Times," an exhibition of photographs by the dean of the LIFE photojournalists, opened at the Dallas Museum for Contemporary Arts this month and will continue through November 12.

Having joined the LIFE staff in 1936, when it was still an experimental project, Eisenstaedt is today one of the most highly and fondly regarded photographers of all times.

The Dallas exhibition of 86 photographs offers a sampling of Eisenstaedt's work over a thirty year period. President Kennedy's inauguration, Franklin D. Roosevelt's death and the birthplace of Beethoven are only a few of the subjects included.

★

### Dallas Male Chorus Gets National Listing

The Dallas Male Chorus, directed by Edmund Boettcher, will appear on the list of available artist attractions of Community Concerts Inc., New York, during the 1961-62 season.

The Chorus comprises a solo ensemble group of 16 master singers, each of whom has appeared as professional soloist.

In addition to appearing several times yearly in Dallas and vicinity, the Dallas Male Chorus maintains a substantial scholarship fund, promotes civic choral festivals and has frequently brought to Dallas world-famous artists for concerts.



## ADVERTISING- MARKETING- COMMUNICATIONS



Joe H. Gray has been named executive vice president of **Clampitt Paper Company**. Mr. Gray has been associated with the Clampitt organization for the past fourteen years. The new executive vice president is a native of Dallas and a graduate of SMU. He is a vice president of the Dallas Sales Executives Club and the Southwestern Paper Merchants Association.

## Get a Head Start with a Good Looking ARMCO Steel Building



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CALL US TODAY!

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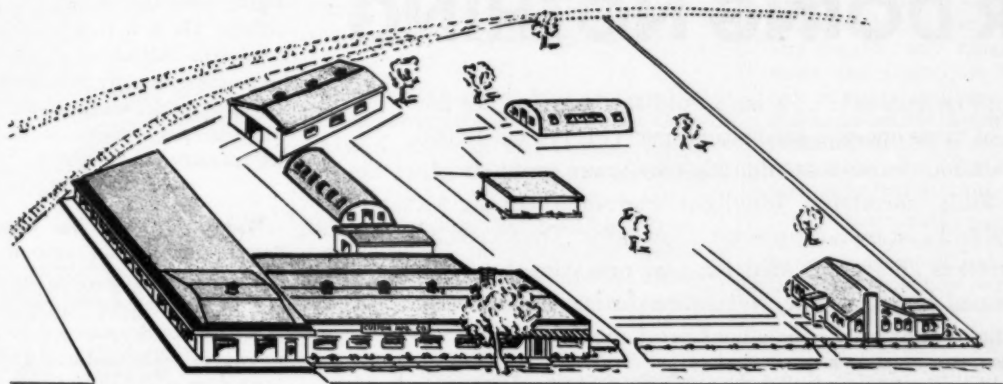
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Sound ridiculous? . . . it isn't. And furthermore, it's not one of those one-of-a-kind situations. This typical 10,000 square foot warehouse adds \$9,564.40 pure profit simply by using correlated (daylight and artificial light). \$9,564.40 just by not turning on the lights. The \$9,564.40 represents an accumulated ten-year operational savings obtained by using free Naturalite during the day and artificial light as a supplement or at night.

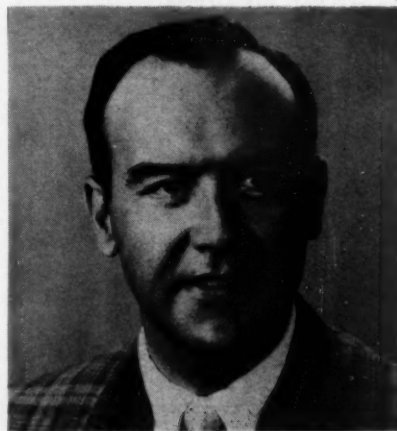
Naturalite plastic dome skylights provide consistent control, glare-free lighting without increase to heating or air conditioning costs. Our daylighting design service is available without obligation. Let us show you the engineered proof behind economical daylighting.



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### Advertising — Marketing — Communications



GLEASON

Ennis Business Forms, Inc. has announced expansion of its operations in the multi-colored major printed media field. **Robert L. Gleason**, an outstanding graphic arts specialist, has been named manager of this new Ennis Division.

A new 10,000-square-foot air-conditioned, humidity controlled building at Ennis will house a Miehle 22¾" x 36" web offset lithographic perfecting press and comprehensive allied equipment. This press will print in eight colors, four colors each side of the sheet simultaneously with speeds up to 800 feet per minute. This press will have the largest capacity in the Southwest for this kind of work.

Mr. Gleason is a graduate of Creighton University in Omaha and holds a master's degree from Sam Houston State Teachers College. He is a former director of the Southwest School of Printing. He has been active in many publishing and printing groups including the International Graphic Arts Association and the Printing Industry of America.

\*

**Wayne R. Dean** has joined **Don L. Baxter, Inc.** as an account executive. Dean was formerly a merchandising manager at Texas Instruments, Inc.

A native of Brownwood, Dean has been associated with TI since 1958. He is a journalism graduate of Texas A. & M. and a former editor of the alumni newspaper, TEXAS AGGIE. He was previously associated with General Electric.

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## Advertising — Marketing — Communications



Riley Robbins has been appointed general sales manager of **Middleton, Inc.**, outdoor advertising company. In this capacity, Mr. Robbins will be responsible for all national and local sales for Middleton, Inc. Mr. Robbins is a graduate of SMU and has been associated with Middleton for the past five years. He is chairman of the outdoor advertising committee for the United Fund and is a member of the Dallas Advertising League and Dallas Advertising Club.

Donald L. Crusius has been named market analyst for **Rogers & Smith Advertising**. A recent graduate of SMU with a degree of BBA in advertising and marketing administration, Mr. Crusius has been associated with the Dallas Times Herald, the McLaughlin Company and Industrial Printing & Advertising.

D. Jack Jordan has been appointed an account executive at **Tracy-Locke Company**. A native of Des Moines, Jordan attended Drake University and graduated from the State University of Iowa with a BA in journalism. Before joining Tracy-Locke he was associated with another Dallas agency and previously was associated with Collins Radio at Cedar Rapids for six years.

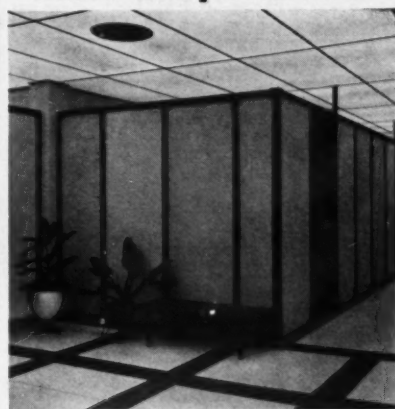
John R. Pearson has been appointed production manager for **Rogers & Smith Advertising**. Prior to joining Rogers & Smith in 1958, Smith was with General Electric in Schenectady, N. Y., in the advertising and sales promotion department.

A native of Coolidge, Texas and son of the publisher of the Coolidge Herald, Pearson has been associated with print media at Westminster Junior College and on the Daily Texan while getting his degree at the University of Texas.

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Get Unistrut's 28 page Catalog #920 on ColorLine Partitions . . . Includes diagrams and specifications that show how to make best use of office space.

UNISTRUT. **COLOR LINE** PARTITIONS

L. R. WARD  
STEEL PRODUCTS CO., INC.

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PRINTING PLANT

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PRINTING CORPORATION**  
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RI 1-6461 • DALLAS 7, TEXAS

## Advertising — Marketing — Communications



Alex G. Pappas has joined the Jack Wyatt Company as account service director. Mr. Pappas was formerly a vice president of Erwin Wasey, Ruthrauf & Ryan, Inc. in charge of their Dallas office. Mr. Pappas attended the University of Missouri School of Journalism and Washington University. During his nine years of association with EWR&R he worked as account supervisor and executive.

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Solve Materials Handling  
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Fred O. Poston, sales manager of Southwestern Paper Company of Dallas, has been elected president of the Dallas Advertising Club. He succeeds Jack Morris, vice president and director of public relations for Republic National Life Insurance Co. Harry R. "Bob" Archer of the Wall Street Journal was named vice president and R. J. Burke, president of R. J. Burke Advertising, Inc., was named secretary-treasurer. New directors are Robert M. Pinson, publisher of the Banker's Digest and D. J. Trizza, executive vice president of Padgett Printing Co.

## STEEL Storage Cabinets



End "office cluttering" by installing one or two of these roomy, all-steel cabinets. 4 spacious shelves are easily adjustable to give you room for all office supplies and equipment. Two sizes: 25 1/4" or 18" deep, 36" wide and 78" tall. Durable baked enamel finish. Positive, safe locking mechanism. See our large selection today!

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OFFICE SUPPLIES OFFICE FURNITURE  
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We'd rather  
service your  
Volkswagen  
than  
repair it!



**CLARENCE TALLEY, INC.**  
710 N. Pearl  
Riverside 1-4471

**Advertising — Marketing  
— Communications**



**Ben January** has been elected a vice president of the **Sanders Advertising Agency, Inc.** **Barbara Langoria** has been promoted to media buyer.

Mr. January, formerly media and radio-television director, will now function as account executive and media supervisor. He is a graduate of SMU with degrees in commercial art, speech and drama. He has extensive station experience in radio and television in Dallas and Tulsa. Miss Langoria is also an SMU graduate and has been in media work the past three years.

\*

**Ken Billings** has been appointed advertising manager and assistant vice president of **Dick Price, Inc.** Mr. Billings was born in Boston and comes to Dallas from New Britain, Connecticut where he was sales manager of a division of the American Hardware Corporation. He is a graduate of Stanford University at Palo Alto, California.

\*

**Charleen McClain** and **Judy Bonner** are associated in a recently established public relations firm in the National Bankers Life Building. Mrs. McClain is a former Dallas magazine editor and has been in the public relations business here for several years.

Mrs. Bonner was a staff writer for the Dallas Times Herald for six years and has been a public relations consultant for the past two years.

*Serving the Southwest*

**Steel & Brass Pipe Nipples  
Welded & Seamless**

**Southern Nipple Mfg. Co.**  
DALLAS, TEXAS

## LUMBER

**LARGE AND COMPLETE STOCKS**

YELLOW PINE, WHITE PINE, FIR, OAK, PLYWOOD

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CAULKING COMPOUND  
PLASTER SAND  
METAL CASINGS  
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FLOOR PRIMER  
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INSULATION  
ALUMINUM WINDOWS  
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TIE WIRE  
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ACID—MURIATIC  
HYDRATED LIME  
POURED ROOF DECKS  
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Serving the Building Industry Since 1924  
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**CONNOLLY**  
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DESIGNING • ENGINEERING

**Tools  
Dies**


**Die Sets  
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*Ed Miley*  
**PHOTOGRAPHY**  
 1416 Commerce  
 RI 8-6439



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Industrial and Business Properties  
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James S. Hudson



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**SOUTHWEST  
 PRINTING  
 COMPANY**

917  
 CAMP  
 STREET  
 DALLAS 2,  
 TEXAS.  
 ESTABLISHED  
 1921.

## Advertising — Marketing — Communications

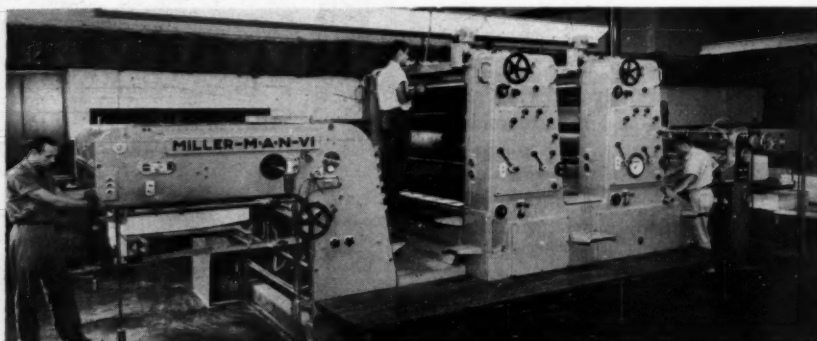
Glenn Advertising, Inc. has acquired the Dan Goodrich Agency according to an announcement by Ward Wilcox, board chairman, and John Stewart, president of Glenn Agency. Dan Goodrich is now a Glenn vice president in their industrial division.

Dan Goodrich specialized in oil industry accounts and has been in advertising more than 20 years. He is a national director of the Association of Industrial Advertising Research Institute, American Petroleum Institute, Society of Petroleum Engineers A.I.M.E., Petroleum Engineers Club of Dallas and the Association of Petroleum Writers.

Pete Teddlie, veteran radio executive, has been named Dallas sales representative for KTVT, Channel 11, Fort Worth. Mr. Teddlie was associated with WRR for 28 years before taking the KTVT sales position.

★

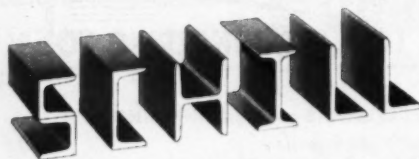
Bill Grant, an Oklahoman with a varied art background, has been named art director of the Paul Berry Company. A commercial art graduate of the University of Tulsa, Grant has been associated for eight years with various Oklahoma accounts on creative design and industrial illustration.



Latest addition to the printing department at Bennett's is this \$100,000 Miller M. A. N. Mark VI color offset press. One of the largest offset presses in the Southwest, this press is 28 feet long and more than 12 feet wide. It prints sheets up to 56 x 40 inches which can be divided into

any size pages. For instance, the press simultaneously does 32-page 9 x 12 booklets, or 64-page 6 x 9 booklets. C. M. Gober, superintendent of Bennett's printing department, said the press is particularly useful for brochures, annual reports, folders, catalogs and other major jobs.

## ARE YOU LOOKING FOR AN INDEPENDENT?



**STEEL CO.**  
 INCORPORATED

Largest Independently Owned and Operated  
 Steel Service Center in the Southwest

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 FEderal 2-6479

TULSA  
 P.O. Box 1173  
 Circle 5-9541





## YOUNG MEN GOING PLACES

### Darrell Manley

*By Seth Kantor*

Not long ago a salesman brought two swords with him when he applied for a job with the Briggs-Weaver Machinery Company.

He didn't have a duel in mind. He'd heard, in fact, that Briggs-Weaver's buoyant, youthful president, Darrell Manley, was a Civil War buff. He brought the century-old swords along as conversation pieces.

"The salesman had a good idea there," recalls Mr. Manley, 37-year-old chief of 250 Briggs-Weaver employees. "But he did such a good job in talking about the swords' history instead of his own, I bought them and didn't hire him."

Salesmen, as well as the War Between the States, are Mr. Manley's specialty. Since the day in 1954 when he became sales manager of Briggs-Weaver, the company's sales have doubled.

"My idea is that there's no such thing as a natural salesman," the World War II Marine Corps rifleman explains. "Selling must be a science in order to be successful. It requires hard work."

As he spoke from behind his desk in the Briggs-Weaver rambling home office and warehouses at 5000 Harry Hines Boulevard, Mr. Manley gazed fondly at four lithographs of Civil War battle scenes. They were made in 1894, two years before his company was begun.

In 1894, the most notable machinery salesman in America was James B. Brady. How does the machinery business differ now from Diamond Jim Brady's time?

"The big difference has been in distribution," reasons Mr. Manley. "Up until the 1920s, Texas factories were some-

where in the vague territory of St. Louis. The next most important difference is in education. Jim Brady used the colorful approach to selling.

"We believe in the scientific approach. Our success is in selling across the desk from the purchasing agent; knowing his needs; talking his business from a dollars and cents point of view."

Mr. Manley has found his own personal success in that belief, all right. He didn't start out as a salesman.

He began as an engineer. That's what he got his degree in at Texas A&M after the war. His studies at College Station had been interrupted while he went into action on Okinawa with the Sixth Marine Corps Division.

Instead of heading back to the Rio Grande Valley town of Harlingen where he'd grown up, young Manley "reasoned the way up the ladder was in the selling end of things. I carefully looked around for a small enough company so I would have a competitive chance."

Dallas was a focal point in his search only partly because the SMU coed who had stood cheering with him during Aggie football games, Kay Williams, was becoming Kay Manley.

They have three sons. "Only the youngest hasn't figured out the Yankees were on the wrong side during the Civil War," he explains. "That's because he's 20 months old. The other two are 4 and 6."

Earlier in October, 1961, Mr. Manley went off on a trip and took the time to root against the other Yankees. He couldn't change their role in the World

Series game he saw. They won, too, as their namesakes did 100 years ago.

While gone for two weeks, his whole office was changed. It was according to the design he chose before he left.

It was changed from an "elderly-looking, stodgy room," the way Mr. Manley described it, to contemporary design.

"I believe in the young man's game," is the way he put it. "I believe the whole machinery-selling business must be modernized, from offices to the way men think. My four Civil War pictures belong at home, not across from my desk."

That sums up Mr. Manley's early success. When he joined Briggs-Weaver in 1948, as a warehouse employee, the company had one office—the one in Dallas.

A year later, he was a heavy machinery salesman. Two years later, he managed the material handling department. Three years later, he became general sales manager. Five years later, he became executive vice president, just before being elected president.

Briggs-Weaver now has major offices and warehouses in Dallas, Houston, Fort Worth and the one in Beaumont, which Mr. Manley instituted mainly to start the company into the sales of petrochemicals.

The company now is a major deliverer of electronics, aircraft, utilities, general manufacturers and petroleum refining equipment from more than 600 manufacturers around the nation.

If he were emerging from college now, Mr. Manley himself probably wouldn't pick Briggs-Weaver to work for, if he wanted a quiet little company to get into.

# SAVE MONEY



when you build...

Commercial, industrial or community buildings... you'll be engineering and construction dollars ahead when you build with Butler, America's completely pre-engineered building system. We plan, build and even finance according to your space and cost needs.

## AIROL'DI STEEL BUILDINGS

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**BUTLER**

## WHEN SUCCESS HANGS ON A THREAD...



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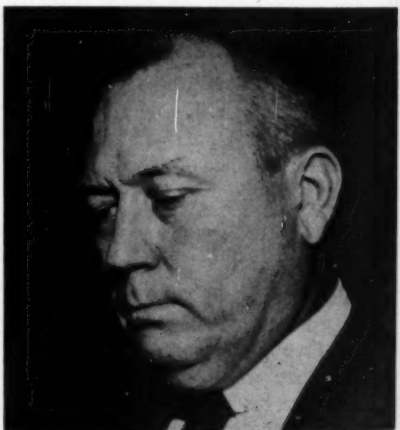
2517 Commerce St., Dallas



## APPOINTMENTS and PROMOTIONS



**CHARLES BASCOM PETERSON, JR.**, former president of Texas Bank & Trust Company of Dallas, has been elected chairman of the trust committee and a member of the executive committee of Republic Bank of Dallas. A native Dallasite, Mr. Peterson is a graduate of the Rutgers University Graduate School of Banking and has attended the Institute of Management Seminars at Southern Methodist University. He joined Texas Bank & Trust Company in 1931 and has worked in and has been in charge of every department of that bank, becoming president in January, 1958. Mr. Peterson is a member of the Board of Trustees, Texas Research Foundation, and is vice president and director of the Dallas Clearing House Association.



**THOMAS L. AMIS** founder of Wamix Inc., Dallas manufacturer and distributor of cement, has been named president of Macatee Inc., 101-year-old Dallas building materials supplier. Mr. Amis recently sold his interest in Wamix, after 13 years as

## Appointments and Promotions—

head of the firm, and purchased Macatee. **EUGENE LOCKE** was named secretary of Macatee, and the board of directors is composed of Mr. Amis, his wife, Mr. Locke, and **EDMOND HOFFMAN**.



**M. CULLUM THOMPSON**, executive vice president of United Fidelity Life Insurance Company has been named president of the 41-year-old Dallas-based firm, succeeding **CEDRIC BURGHER**, who was elected chairman of the board. Mr. Thompson became secretary of United Fidelity in 1957 and was elected executive vice president in 1960. **ED E. SAMMONS**, vice president and agency director of United, was advanced to senior vice president and agency director, and **LANDON H. CULLUM, JR.**, Wichita Falls oil man, was elected to the board.



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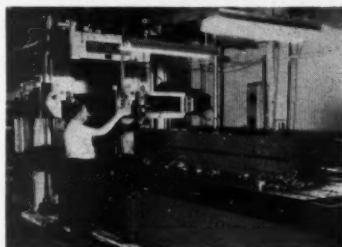
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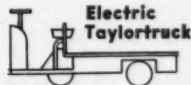


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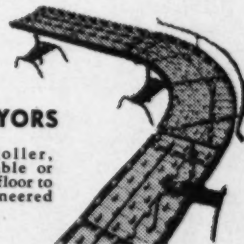
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## Appointments and Promotions—



**JAMES R. SHAFFER** has been named director of sales and public relations for the Baker Hotel in Dallas. Mr. Shaffer is a well-known sales figure in Dallas and Texas. He was associated with the Adolphus Hotel from 1945 to 1954 as sales manager, and for the past seven years, has leased Lake Murray Lodge from the State of Oklahoma. He will continue his lease, having appointed a resident manager for the operation.

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### Appointments and Promotions—

**E. J. REEVES** has been named to the newly-created position of general sales manager for Southwestern Drug Corporation. Mr. Reeves joined Southwestern Drug in 1943 as a salesman for the Fort Worth division and was appointed general sales administrator a year ago. Working with Mr. Reeves on sales promotions and company liaison with manufacturers' representatives will be **FRED E. FARR**, who becomes director of advertising and sales promotion.

★  
**JOE T. GOODWIN** and **PHILIP D. McCULLOCH** have been promoted to vice presidents of Hexter Title and Abstract Company. Mr. Goodwin, a native Texan and University of Texas law graduate, has been head of the Hexter legal department since he joined the company in 1950. Mr. McCulloch, vice president in charge of operational procedures for Hexter, formerly was associated with the Guaranty Title Insurance Company in Corpus.

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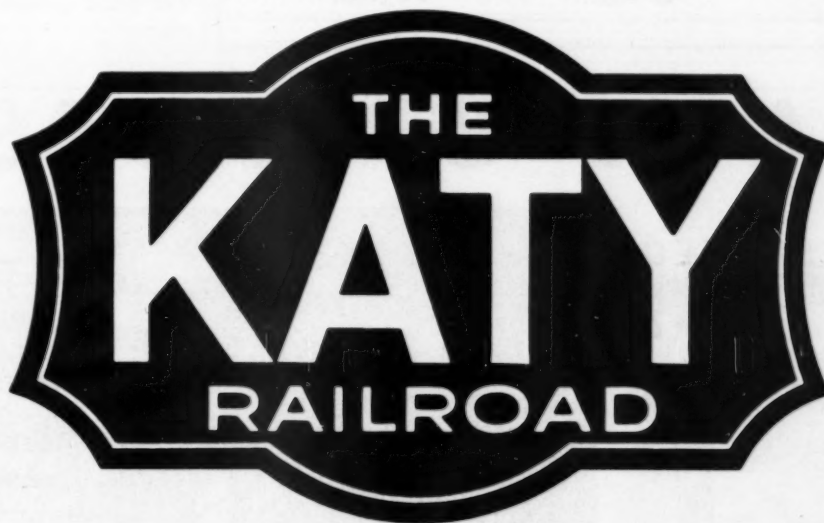
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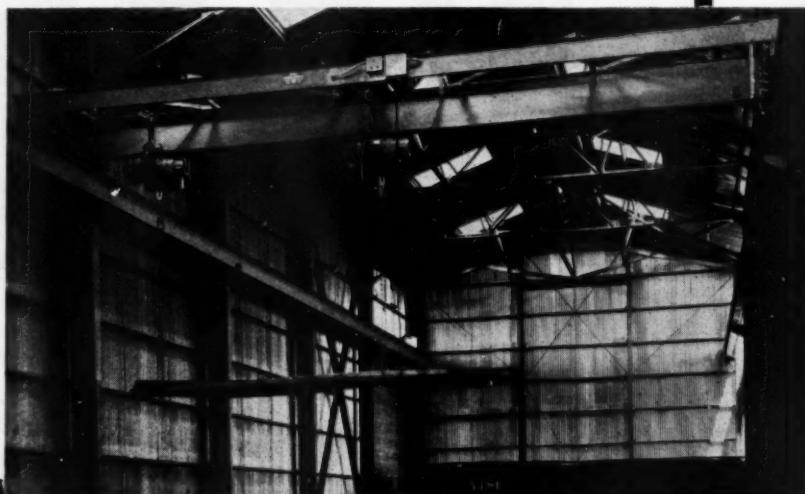
## **Appointments and Promotions—**



**GEORGE A. CRAIG**, a top retired sales executive, has been named vice president-marketing for the Texas and Pacific Railway Company. Mr. Craig began his railroad career in 1951 as commercial agent for the Chicago and Eastern Illinois. A series of promotions in the traffic department followed and in 1958 he was elected vice president-traffic of that railroad. He joined the Texas and Pacific as assistant vice president-marketing in May of this year.

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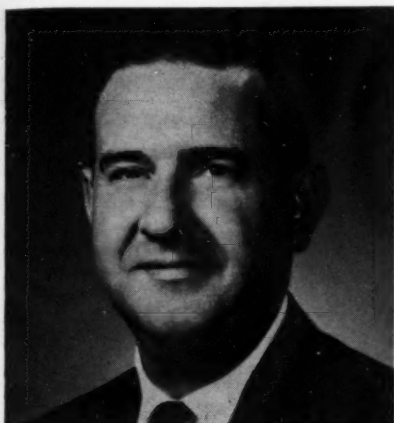
DALLAS  
AD 5-5281

HOUSTON  
JA 6-2903

TULSA  
WE 9-1858



Appointments and Promotions—



**EMMETT WOODSON** has been named to the newly created post of vice president-mechanical product sales of Verson Manufacturing Co., Dallas based machine tool and plumbing fixture manufacturer. Woodson spent his apprenticeship in the shop and design departments before moving into public contact work as a manufacturing consultant. In 1958, he was appointed sales manager of the mechanical products division. He is well known in the Southwest for his role in developing automation in the metal working industry.

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## Appointments and Promotions—



**W. DAWSON STERLING**, secretary of Southwestern Life Insurance Company since March, 1958, has been promoted to vice president and secretary. **ALBERT E. WOOD** has been appointed second vice president for administration, and **RALPH W. CARUTH** has been advanced to assistant secretary of the company. A University of Texas graduate, Mr. Sterling has served Southwestern Life in various management capacities since 1947. Mr. Wood, formerly assistant vice president in



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W. M. (Bill) Newman, Jr.



Larry Newman



Orion Newman



Jay E. Minton, Jr.



John Lowe

DALLAS • OCTOBER, 1961

## Appointments and Promotions—

charge of the firm's group insurance services division, will head the administration department. Mr. Caruth, who began his career with the company in 1947, will head the group services division.



**R. W. HUFFMAN**, safety director of East Texas Motor Freight since 1957, has been elected a vice president of the Dallas-based carrier. Mr. Huffman, who has a background of more than 20 years of safety training and driver supervision, will continue as safety director for the company. He also will assume additional responsibilities in planning and staff activities.



**EMORY K. KLUGE** has joined South-west Smelting & Refining Company as manager of the firm's refining department. He also will be in charge of sales in regard to karat gold and sterling silver sheet, wire, tubing, and other products. Mr. Kluge has had 24 years' experience in the precious metal field, having started with the Thomas J. Dee Company in 1937.

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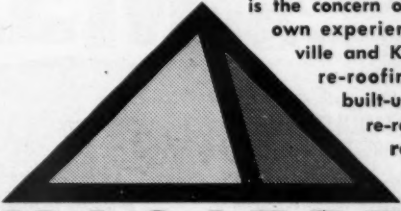
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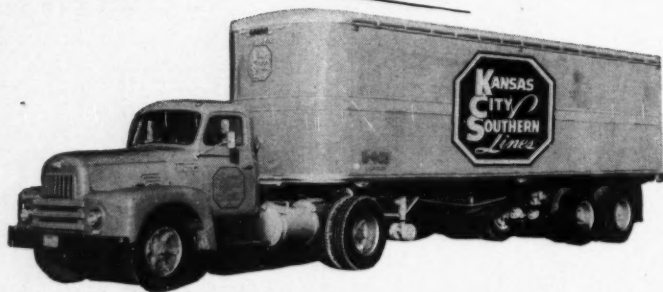
**Appointments and Promotions—**



**BERT M. BAKER, JR.** has been appointed vice president and general manager of Wilhide Equipment Company, Inc., and Wilhide Engineering Corporation, and also has been elected to the board of directors of each firm. Mr. Baker has been in Dallas representing Steelcase, as well as Stow & Davis Furniture Company, for the past three years. He plans to remodel the Wilhide showroom at 2107 Main Street, and to expand the sales force.



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## Appointments and Promotions—



**MRS. MIKE MARTINEZ, SR.** has been named chairman of the board of El Fenix Restaurants in Dallas. Her election by her five sons and three daughters, who operate the family restaurants, was announced on the 43rd anniversary of the founding of the first El Fenix on McKinney in 1918.

★

**FRANK C. ELIAS** has been appointed manager of manufacturing at Dresser Electronics—HST Division, one of the Dresser Industries. Mr. Elias, whose academic background includes an MBA from the University of Chicago, came to Dresser Electronics from Dearborn Glass Company where he was manager of plant services. Formerly he was associated with Sola Electric Company, originally as a design engineer and later as manufacturing manager.

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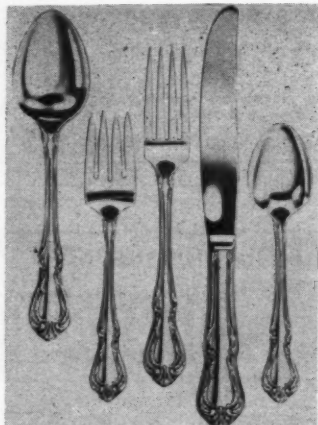
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### Appointments and Promotions—

**JACK HOWE** has been named sales promotion manager of Central Airlines. Mr. Howe, a twenty-year veteran of air transportation, was formerly director of public relations for Trans-Texas Airways. He began his aviation career with Chicago and Southern Airlines, now merged with Delta Airlines, in his native St. Louis, Missouri, in 1941.



**GEORGE F. BRITT**, executive vice president of McClure Electric Company, has been named president of the 39-year-old firm. Mr. Britt joined McClure Electric in 1941 as payroll and warehouse clerk. After serving as purchasing agent and estimator, he became executive vice president in 1960. In other board action, **MRS. WALDINE B. MCCLURE** was re-elected first vice president; **FRED T. MASSIE**, vice president, and **MRS. KATHRYN M. BASS**, secretary-treasurer.

★

**KRAGG F. KYSOR** has been appointed southwest region manager of Stanley Hardware, division of The Stanley Works, New Britain, Connecticut. Mr. Kysor, who will headquarter in The Stanley Works' Dallas sales office, joined the company in 1948. For the past three years, he has been eastern regional manager, builders' hardware sales.

★

**DICK WILLIAMS** has been promoted to operations manager of Empire Terminal Warehouse, Dallas. A graduate of Southern Methodist University, Mr. Williams has been with Empire Terminal for almost two years, during which time he has served as assistant operations manager. In his new position, he will direct the operations of the company's office, warehouse and truck fleets.

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## APPOINTMENTS AND PROMOTIONS

Name	Company	Position
A. Ralph Shelley	Bell Helicopter Co.	General Supervisor, Data Processing
Royce E. Geiser	P. J. Scanlon Co.	Salesman
Charles Goerd	Fred N. Peek Princess Homes	Sales Manager
John A. Maxwell	New England Life	Special Agent
Wade P. Kelleher	Strickland Transportation Co.	Director of National Accounts
J. M. Hollingsworth	Lone Star Steel Co.	Manager, Spiral Weld Pipe Sales Department
Allen Lea	Coastal Plains, Inc.	Manager, Bearing Division
Dan Lambert	First Bank & Trust	Cashier
Carl G. Kinnan	Briggs-Weaver	Purchasing Agent
James C. Travis	Texas Bank & Trust	Auditor
Joan Lenore Richards	Neiman-Marcus	Sportswear Buyer, Colony Shop
Waymon J. Hyde	Republic National Life	Assistant Director of Personnel
William O. Gore	Girard Life	Asst. Superintendent of Agencies
Woodrow W. Deason	Girard Life	Asst. Superintendent of Agencies
R. S. Houck	Girardian Insurance	Manager, Life and A&H Benefits Division
Colonel Leon Booth, USAF (Ret.)	Chance Vought	Public Relations Consultant
Lloyd Lufkin	Bolanz & W. C. (Dub) Miller	Salesman
Glen Williams	American Building Maintenance	Branch Manager
A. Robert Carroll	Mobil Oil Co.	Analysis and Controls Manager
Royce Walker	Trinity Steel Co.	Sales Engineer
Jack W. Edwards	Guiberson Corp.	Purchasing Manager
Dale E. Johnson	Guiberson Corp.	Exports Manager
Dennis L. McGill	Guiberson Corp.	Advertising Manager
Harold N. Shannon	National Bank of Commerce	Asst. Vice President
William L. Mitchell	First National Bank	Assistant Cashier
William C. Norman, Jr.	First National Bank	Assistant Cashier
Leland E. Stenton	National Bank of Commerce	Auditor
Bruce B. Fant	Oak Cliff Bank & Trust	Assistant Cashier
Ray Jennings	Oak Cliff Baking Co.	Plant Manager
Don C. Millender	Texas & Pacific Railway	Assistant to General Manager—Freight Rates
Marguerite Russell	Neiman-Marcus	Manager of Antoine Salon
Frank B. Haughton	Republic National Bank	Landman
F. R. LaCroix	Texas and Pacific Railway	Manager, Freight Service and Equipment
Nat Bean	Braniff International Airways	Insurance Manager
Truett Albritton	Braniff International Airways	Manager, Disbursements Acctg.
David Hopkins	Braniff International Airways	Assistant Manager, Disbursements Acctg.
Ed Simons	Cabells Dairies	Manager, Wholesale Dept.
Charles Dunlap	Cabells Dairies	Office Manager
Robert L. Hale, Sr.	Cabells Dairies	Shipping Manager
Pete Stoppi	Cabells Dairies	Sales Merchandiser

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## The "Department Store" of Steel Equipment

Complete Dallas Stocks  
of

Steel Shelving  
Lockers

Work Benches  
Cabinets

Pallet Racks

Stock Carts

## Storage Equipment Co., Inc.

140 LESLIE STREET

Riverside 1-1729

E. P. HALSTEAD

SAM T. ALTON

## Changing Face of Dallas

(continued from page 33)

The City Hall complex, at Main and Harwood, is composed of the remodeled Police and Courts building and the adjacent five-story Municipal Building with its basement garage. It was developed at a cost of \$4,248,404. This construction made possible the consolidation of all city administrative functions at a central location.

Located at 1936 Amelia Street near Parkland Memorial Hospital, the Dallas Health Department shares a new building with the County Health Department. This building is a base for all of the departmental services except the Animal Control Division and the neighborhood clinics. The city share of the cost of these new quarters was \$767,073.

The Municipal Auditorium was built at a cost of \$8,158,122. It filled the need for an all-purpose civic cultural center that could accommodate several events at the same time without crowding any facility. Adequate parking was provided and the Auditorium is within easy walking distance from downtown Dallas.

Primary airport improvements resulting from the \$16,826,135 airport program were the construction of the new

terminal buildings at Love Field and Red Bird airports, and the right-of-way purchase for an additional parallel runway at Love Field. If Dallas retains its place in the nation's economy, these expenditures will be well placed.

The Livestock and Agricultural Coliseum at Fair Park was built in order to increase the facilities and interest generated by the State Fair of Texas and to draw such major events as the World Championship Rodeo. This building, completed at a cost of \$1,939,450, has a seating capacity of 7,108.

To keep abreast of new land development in the fringe area, the Dallas Fire Department has spent \$2,413,784 to expand the number of fire stations from 27 in 1951 to the present 42. Also included was the improvement of the existing stations and all signal equipment. In addition to the increased fire protection for all Dallas citizens, an equitable insurance rate has been maintained.

Dallas library patrons were treated to new branch library buildings in the Pleasant Grove and Walnut Hill areas. There were also three branch library sites purchased and one location still undecided. The cost was \$3,342,862, which included the construction of the new main library building at Commerce and Harwood.



3



**TOPS!**

**JADE-LITES...by Lustra**

Lustra's JADE-LITE Fluorescent is designed expressly to match the human eye... make seeing easier. JADE-LITE'S blue-green spectral range makes it the perfect light for critical seeing areas... inspection benches, industrial plants, drafting rooms, bookkeeping offices! And only with Lustra can you get Double Duty Insured Lighting to reduce your costs! Call or write for more information.

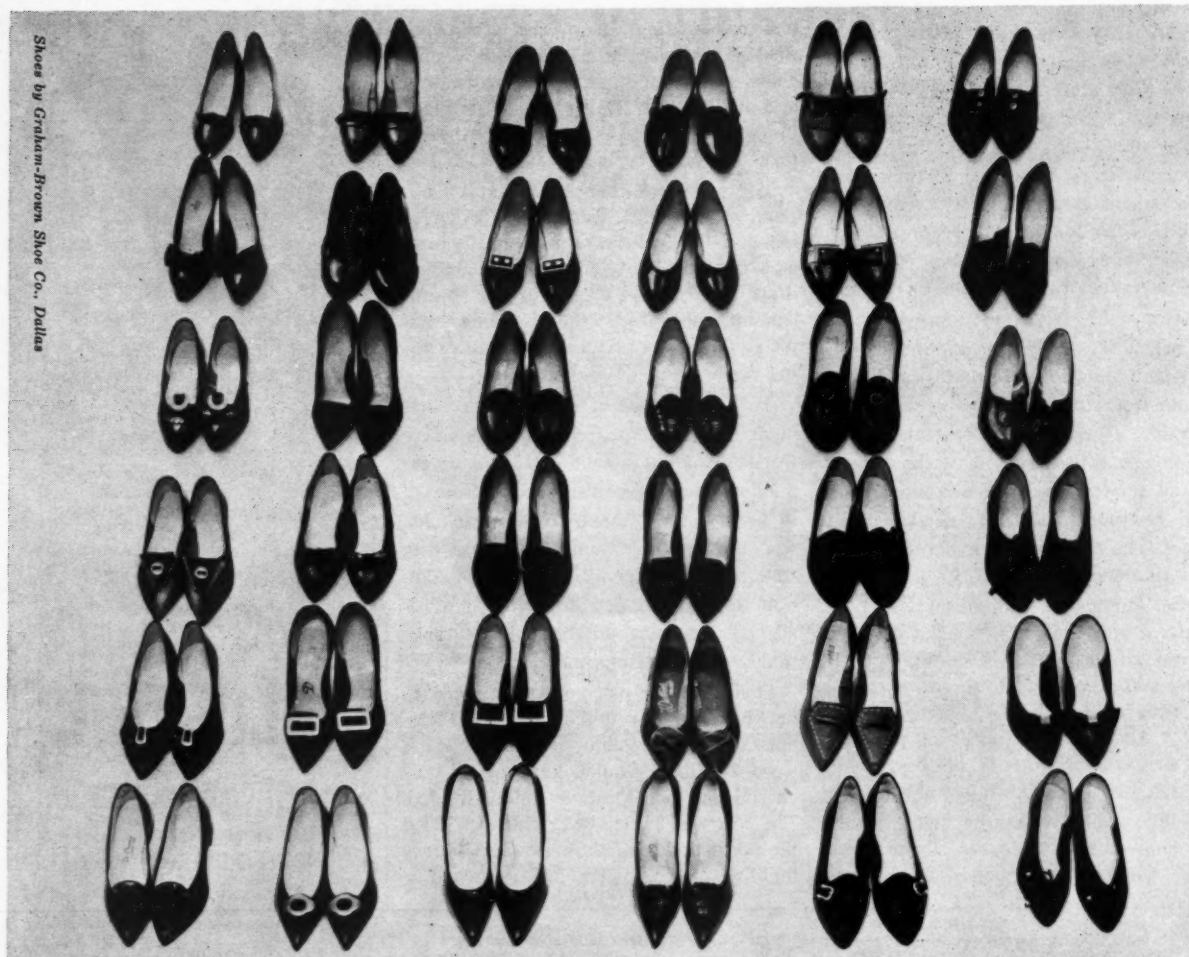
**LUSTRA**

Corporation of America  
3232 Halifax Street  
Dallas 1, Texas  
MEIrose 1-0340

▲ to better  
and more conveniently  
serve all of Dallas,  
Sparkman's provides  
three locations  
... each completely staffed  
and appointed.

*Sparkman's*  
INCORPORATED  
**MORTICIANS**





## Which style will sell in Port Arthur?

Dallas wholesalers can tell you. And they can also tell you which style will sell in El Paso, Tyler and Amarillo...they sell almost 80% of the apparel and dry goods in Texas. Wholesale distributors of home furnishings, automotive supplies, electrical goods, machinery, groceries, drugs... all contribute toward making Dallas the dominant wholesale trade center of the Southwest, twelfth largest center in the U.S.

Texas Bank has long been responsive to the financial needs of the wholesale trade in Dallas. For instance, Texas Bank supplies seasonal and interim money for financing inventories and movement of goods. Credit information... collection assistance... counsel pertaining to new markets... up-to-date economic statistics and trends... Texas

Bank provides all these services and more for Dallas businessmen.

As the largest state bank in Texas, Texas Bank has facilities geared to growth... they know responsible banking.



*"dynamic growth  
rooted in  
responsible  
banking"*

**TEXAS  
BANK**  
AND TRUST COMPANY OF  
**DALLAS**

MAIN AND LAMAR / DALLAS, TEXAS / MEMBER F.D.I.C.  
Member Federal Reserve System

TOTAL RESOURCES MORE THAN \$100,000,000

# Dallas *Pioneers*



Established  
**1869** The Schoellkopf  
Company  
Manufacturers and  
Wholesale Distributors

**1872** Huey & Philp  
Company  
Wholesale Hardware, Hotel and  
Restaurant Supplies & Equipment

**1874** Bolanz &  
W. C. (Dub) Miller  
Real Estate and Insurance

**1874** Binyon-O'Keefe  
Warehouse Co.  
"Moving, Household Goods, and  
Commercial Warehousing"

**1876** Trezevant &  
Cochran  
Insurance Managers

**1884** The Dorsey  
Company  
Printers — Lithographers  
Stationers — Office Furniture

**1885** Mosher Steel  
Company  
Structural Reinforcing  
Steel and Machinery Repairs

**1889** Austin Brothers  
Steel Co.  
Steel for Structures of Every Kind

**1892** The Egan  
Company  
Printing, Lithographing, and  
Embossed Labels

**1893** Fleming &  
Sons, Inc.  
Manufacturers — Paper  
and Paper Products

**1895** Rudolph's Mkt. &  
Sausage Fac., Inc.  
Quality Meats



THIS old photograph of Central Avenue contrasts sharply with the modern pictures of high density motor traffic on this present Central Expressway locale. Dallas had practically no city planning before the turn of the century. Among the pioneer planners of Dallas were Oscar H. Koch and Jas. D. Fowler who established their partnership here in 1914. Their first project was paving for the Munger Place Addition. They were active in the development of Highland Park, Greenway Parks, Kessler Park and other subdivisions. Mr. Koch became an expert in city planning and Mr. Fowler built a fine reputation as a municipal engineer. During World War II the firm engineered and built training camps and air fields in the Southwest. Later the firm designed master plans and sewer and water systems for a large number of Texas cities. Mr. Koch died in 1955 and Mr. Fowler in 1958. Mr. Adam K. Grafe, who joined the firm before that period now heads the organization known as Koch, Fowler & Grafe, Inc. Among recent projects the firm has just completed the Bi-Stone Dam and municipal water supply system in Mexico. They are presently engaged on four major engineering projects in Sherman involving paving, sewerage, water treatment and storm sewers. They are also engaged on City Plans for the cities of Freeport, Plainview, Orange, Pampa and Post.

## Business Confidence Built on Years of Service

Old firms, like old friends, have proved their worth by dependable service through years of prosperity and adversity. The business pioneers listed on this page have played an important part in building Dallas. They have met the challenge of economic change through decades of sustained operations. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established  
**1889** Bennett's  
in Texas  
Opened Dallas Plant in 1927  
Printing — Business Machines  
Office Furniture & Supplies

**1896** The Murray Co.  
of Texas, Inc.  
Carver Cotton Gin Division 1805  
Boston Gear Works Division 1880  
Industrial Supply Division 1907

**1903** Smith's Detective  
Agency  
Burglar Alarm, Fire Alarm  
Radio Patrol Service

**1903** Walraven Bros.,  
Inc.  
Printing, Lithography  
Loose Leaf Binders

**1903** Republic Insurance  
Company  
Writing Fire, Tornado, Allied Lines,  
Inland Marine, and Automobile  
Insurance

**1904** Burton & Wilkin  
"Insurance Experience that Serves"

**1906** Hesse Envelope  
Company  
Manufacturers of Envelopes  
and File Folders

**1910** Moser Co.  
Realtors  
Industrial and Commercial  
Leases and Sales

**1911** Graham-Brown  
Shoe Company  
Manufacturing  
Wholesalers

**1912** Stewart Office  
Supply Company  
Stationers — Office Outfitters

**1914** Koch & Fowler  
and Grafe, Inc.  
Consulting Engineers



## Your MICR\* check is a shopper's magic carpet !

Wherever you buy, these modern checks are accepted more quickly and quietly than regular checks. Every MICR\* check you use carries your imprinted name, your signature, and your personal MICR\* account number in symbols like these **⑆ 12345 ⑆**. This means faster, easier handling for the merchant, and more protection for you. Ask your bank about MICR\* checks. Order a supply today.

Use MICR checks



MEMBERS OF DALLAS CLEARING HOUSE ASSOCIATION

**YOUR DALLAS BANKS**

\*Magnetic Ink Character Recognition





Typical of advanced metallurgical techniques developed and applied by Texas Instruments is a unique method by which four different metals—each with specific desired qualities—are pressure-bonded into one economical strip of metal.

## How TI technology combines unlike metals to benefit you!

IN YOUR HOME OR YOUR AUTOMOBILE, in industry and national defense, an exclusive Texas Instruments process of metallurgically bonding together dissimilar metals solves thousands of basic material problems. MULTiLAYER® products utilize the best properties of several materials to obtain from *one* metal functional qualities exactly suited to specific tasks.

One MULTiLAYER product, for example, combines the high thermal conductivity of copper with the anti-corrosion properties of stainless steel to make heat exchangers for missiles and supersonic aircraft. Other MULTiLAYER materials perform specialized tasks in diversified applications ranging from household and industrial thermostats to automatic chokes for automobiles.

This TI technology makes available more than 600 MULTiLAYER combinations in sheet, strip, wire, and tube forms from which the designer may choose the precise metallurgical properties his product demands... strength, flexibility, springiness, weight, weldability, electrical and thermal conductivity, corrosion resistance, and many more.

It is this capability for matching skills with customer requirements that keeps TI at the forefront in the areas of materials, components, assemblies, and subsystems for defense and industry.

*Write to Central Staff Merchandising for brochure on how MULTiLAYER materials can benefit your products.*

\*A Trademark of Metals & Controls Inc.,  
a Corporate Division of Texas Instruments

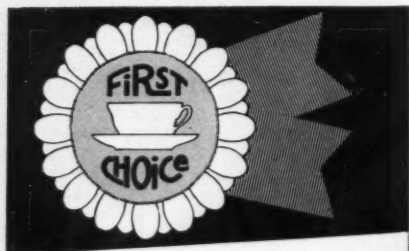
RELY ON TI  
MATERIALS  
COMPONENTS  
ASSEMBLIES  
SUBSYSTEMS  
SERVICES



**TEXAS INSTRUMENTS  
INCORPORATED**

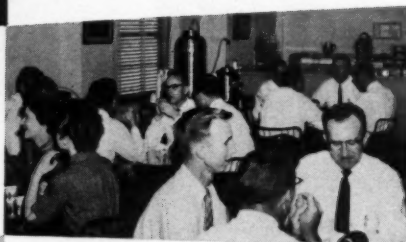
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14 PLANTS IN 8 COUNTRIES • OFFICES IN 85 PRINCIPAL CITIES OF THE WORLD



1426 N. INDUSTRIAL  
DALLAS, TEXAS  
RI 1-3855

**WHEN**



**IT**



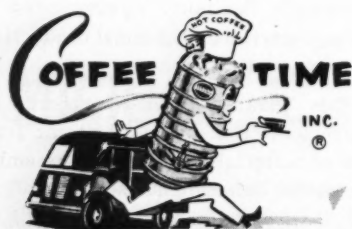
**COMES**



**TO**



## SNACK BARS



**FORMULA:** Choice coffee ... secret blend  
... special roasting process ... skilled  
brewing with charcoal-filtered water.

Looking for a smoothly run, dependable, complete snack bar service? Every working day the advantages of COFFEE TIME, INC.'s Snack Bar Service is being enjoyed by many businesses.

You'll find nothing finer anywhere for satisfactorily meeting the morning and afternoon "coffee breaks". The wide, tasty selections and beverages are more than ample for luncheon snacks. We are consistently punctual... always ready with complete selections... always neat and orderly in operation all day long.

Perhaps the most cherished compliment we hear is the daily enthusiastic approval of each cup of "OLD FASHIONED" brewed coffee served piping hot from stainless steel containers.

Why not check into this complete service that is so pleasantly taking care of snack bar needs? A real time and money saver! Phone in today for information covering service for your employees. Names of present users are gladly given.

DALLAS • OCTOBER, 1961

# SEEBURG "1000"

## SWEET SOUND OF SUCCESS

**Background Music Revolutionized with HI-FI at LOW COST—Melodies Tailored to YOUR Business!**

Just listen to the rich, full-bodied tone of Seeburg's new background music — then compare its high fidelity with the thin sound of the old-fashioned systems. Hear the surprising low prices — for purchase or lease by small business or large plants — and again, compare. You'll agree there's **no** comparison — the "1000" is better music at a lower price.

Is it worth the few dollars? Ask around. Business men using Seeburg music know it boosts employee productivity, brings a feeling of alert well-being. There's a sweet sound of cash registers too. Government surveys prove that good background music calls forth a receptive mood in customers, a "buying" state of mind.

SMALL SIZE (22" x 14" x 12")  
FITS ANY LOCATION



With 1000 selections on only 25 high-capacity records, the Seeburg "1000" plays for two weeks without repeating a number. It plays through sound systems of any size — or, in small locations, through its own built-in speaker. Continuing replacements for your library are furnished Seeburg by the world's leading orchestras, recording in magnificent high-fidelity.

And no other music system provides music that's just the right tempo and atmosphere for your business: "Tailored libraries" provide music with a lively beat to relieve boredom and fatigue in industrial plants . . . show tunes and pops designed to please patrons at hotels, supermarkets . . . soft songs creating a mellow mood for dining.

**SEEBURG** BACKGROUND MUSIC SERVICE

is sold by

**S. H. LYNCH COMPANY, INC.**

2900 Gaston Avenue • Dallas 21, Texas • TAYlor 4-0381

## FREE TRIAL OFFER

S. H. Lynch Company  
P.O. Box 3069  
Dallas 21, Texas

Understanding I am under no obligation:

- ☐ I am interested in your two-week free trial offer of the Seeburg "1000".
- ☐ I would like to receive more information about the Seeburg "1000".

Please print:

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NAME OF BUSINESS \_\_\_\_\_  
STREET ADDRESS \_\_\_\_\_  
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**The Big Friendly**  
**Bank for**  
*Everybody*

**MERCANTILE**  
**NATIONAL**

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

DALLAS, TEXAS

